

Research Article

TikTok Tourism: TikTok Account @mentikwanghii Creates Hype in Culinary Tourism Destinations in Semarang

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Abstract.

TikTok is a social media platform with approximately 150 million users, giving it significant influence in shaping trends and public discourse. Supported by many influencers and public figures, TikTok serves as a powerful tool for personal branding and content promotion. One such influencer is @mentikwanghii, the account of Achamad Andi Pujiyanto (also known as Bobon), a content creator from Semarang and owner of Kedai Pinara. He is known for his unique personal branding that has contributed to the rise of culinary tourism hype in Semarang. This study explores how personal branding is strategically employed by Mentikwanghii through his TikTok account to promote culinary tourism in the city. Using a qualitative descriptive approach, the research focuses on the creator himself as the subject and his content as the object of study. Data collection methods include interviews, observation, and documentation. The study applies a phenomenological perspective to understand how Mentikwanghii's lived experiences and strategies in personal branding effectively generate public interest and enthusiasm around Semarang's culinary scene. Strong personal branding, as demonstrated in this case, can build lasting customer engagement and shape positive public perception.

Keywords: TikTok, Mentikwanghii, hype, culinary tourism

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1. INTRODUCTION

Social media is an online media that makes it easy for users to participate, share, and create content. Social media offers the opportunity to interact with a lot of people without meeting them physically. Nowadays, social media is a popular tool for teenagers of all ages, whether they're engaged in business or just to stay in touch with friends. Social media platforms today are very useful in connecting with others, such as friends and family.¹

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According to the Statistics Research Department’s report (2024),² TikTok had about 150 million users by January 2024. Meanwhile, data published in the company’s advertising tool suggests that marketers can reach 126.8 million users aged 18 and over. Then these latest figures show that marketers can reach about 45.5% of all people who use ads on TikTok today.

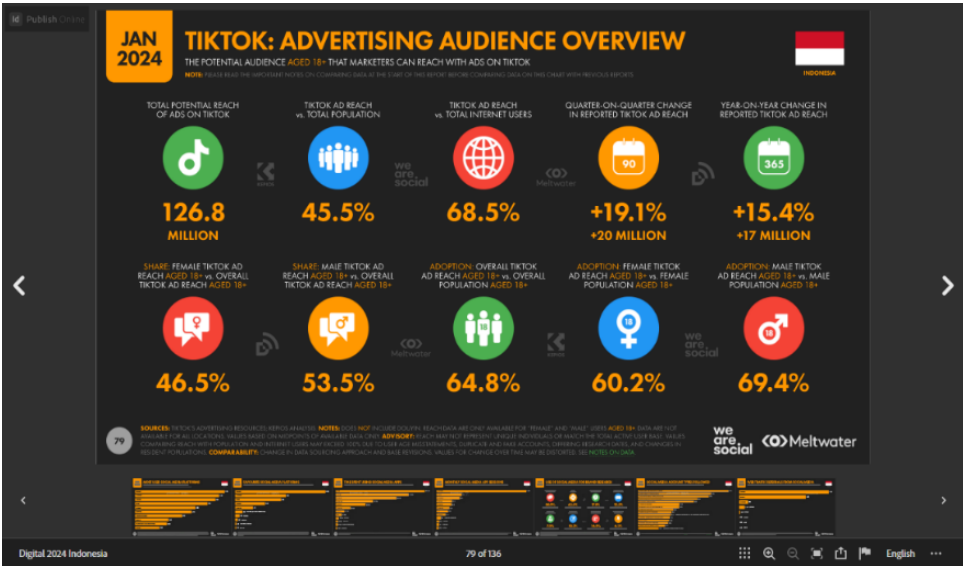


Figure 1: TikTok Indonesia Advertising Audience 2024. Source: www.datareportal.com.

With a lot of TikTok users, this platform has a pretty big role to play. Influencer and Public Figure are also one of the supporters of the many users of the TikTok app. With so many influencers using this app, and of course several influencers emerging from this app. There is the term FYP or For Your Page that TikTok owns as one of the video references that succeeded in entering FYP is a viral video with many likes and viewers. A lot of video or content that comes into FYP’s get a lot of likes and the viewers become a motivation for its users.³

The influencer role in social media TikTok has influenced the importance of digital content as a means of expression and communication, as done by the @Mentikwangii account (February 16, 2024) @mentikwangii account is a new influencer named Achamad Andi Pujiyanto owner of “Kedai Pinara” as well as a video creator that has unique characteristics. With its personal branding, which is the style of speech with funny play and handshake, Mentikwangii succeeded in becoming an attraction and entertainment for visitors to the Kedai Pinara.

Showing video content about him is calling the costumer with the style of language and uniqueness that is the characteristic of Mentikwangii. With its unique and funny bringing makes entertainment and at the same time the attraction to introduce the Kedai

Pinara to be one of the culinary tourist destinations in Semarang that must be visited to its followers who influence the culinary destination in Semarang. The digital image of culinary destinations formed with the personal branding of Mentikwangii on social media influenced the selection of culinary tourist destinations as they exist in Semarang. According to Jesi Indriani & Chandra Kuswoyo,⁴ city branding has a significant influence on the image of the city, city image significantly influences the decision of the visitor and city brandings have a significant impact on the visiting decision.



Figure 2: Kedai Pinara 2024. Source: Instagram Kedai Pinara.

According to the Central Statistical Agency of Central Java Province, restaurants/dining houses in Central Java province are growing every year. In 2019, the number of restaurants/dining houses in Semarang was 160 thousand shops. In 2020 there is an increase to 64 thousand stores or 40% from the previous year. But the changing conditions of the culinary business due to the spread of the Covid-19 pandemic are a disaster for everyone especially the businessmen, many companies that closed and went bankrupt in the time of the covid-19.⁵ Some of the restaurants, dining houses,

and cafes in Semarangaffected by the pandemic are LOT 28, WarunkUpnormal, Mie Clubbing, Mondo Gellato, Livro Café, and Filosofi Café. According to the data of the Central Statistical Centre of Java in 2021, Semarang has experienced a decline from 224 thousand stores to 211 thousand or a 5.8% decrease from 2020.⁶

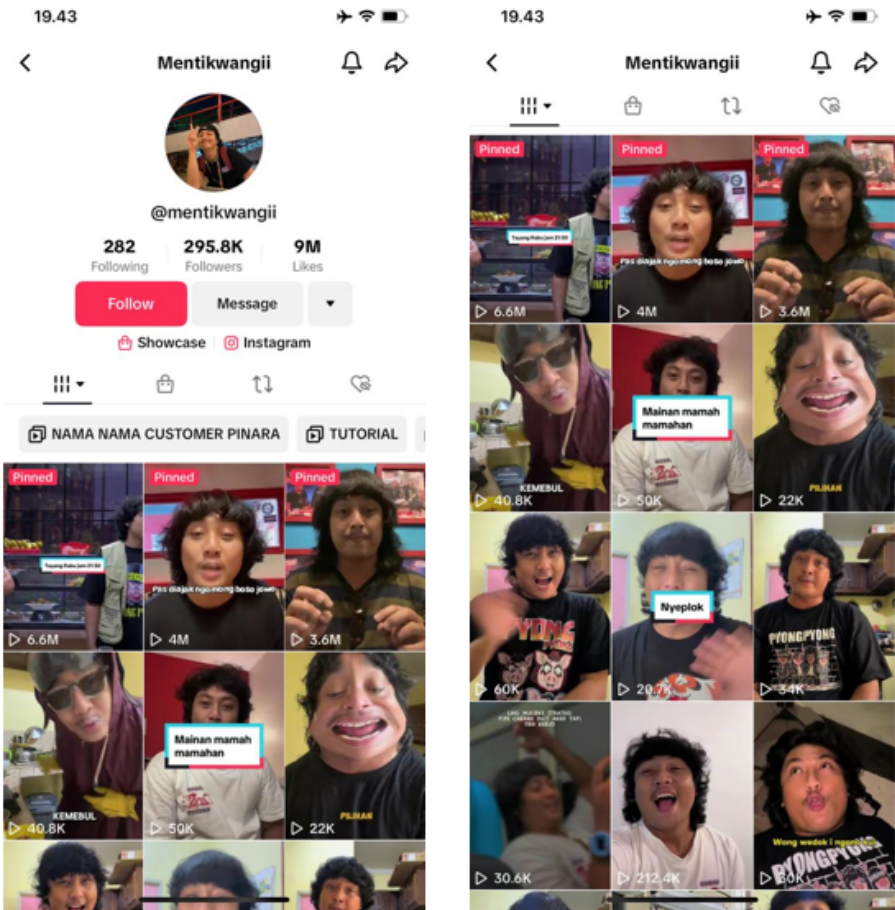


Figure 3: Source: www.tiktok.com/mentikwangii.

One of the background reasons for writing this research is the presence of one public figure and also the owner of the TikTok account @mentikwangii who is an influencer in the city of Semarang, as the TikTok account attracts followers by creating content as a waiter at a restaurant called Kedai Pinara, with a unique style of language and gestures that entertain visitors and create a lively atmosphere. In the playlist on his TikTok account profile, the content is titled “Customer Names at Pinara,” such as in one video uploaded on September 7,2023 when Mentikwangii called out “in the name of spontaneity,” greeted by the visitors shouting “uhuuuy.” From the entertaining content, the Mentikwangii account received 8.9 million viewers and 773.7 thousand

likes.⁷ This indirectly promotes Kedai Pinara as one of the culinary tourism destinations in Semarang.

The problem formulation in this research is how personal branding conducted by Mentikwangii on the TikTok account @mentikwangii in creating hype for culinary tourism in Semarang?

2. THEORETICAL STUDY

The theory used is the phenomenological theory put of his thinking is how to understand social actions (which are oriented towards the behavior of people or other people in the past, present and future) through interpretation. To describe all person's actions, Schutz groups them into two types of motives, namely: (1) Goal motive (In order to motive); (2) Because motive.⁸

3. METHODS

This research uses a qualitative method with a descriptive approach. Bungin states that "The qualitative descriptive format focuses on a particular unit of various phenomena".⁹ This allows this study to be carried out in depth and the depth of the data that is taken into consideration in this research. According to Kriyantono, qualitative research is "research that explains a phenomenon in as much depth as possible, through data collection that prioritizes quality rather than quantity of data".⁹ The use of qualitative descriptive methods in this research took into account the research objective, namely to determine the TikTok account @mentikwangii in creating culinary tourism hype in the city of Semarang.

In this study, the research subject was the Tiktok creator from Semarang, namely Bobon or commonly known as Mentikwangii through his TikTok account @mentikwangii. Meanwhile, the object of this research is related to the optimization of personal branding carried out by Mentikwangii on the tiktok account @mentikwangii in creating culinary tourism hype in the city of Semarang.

Data collection techniques in this research used interview, observation and documentation methods. An interview is an activity carried out to obtain information directly by asking questions to the source. Interviews are conducted with questions that lead to information, in order to explore the views of the subject being studied further

and in depth. Apart from that, in this research, researchers used a phenomenological theoretical perspective. In qualitative research, phenomenology is used to find out how a phenomenon through the experience of the resource person, namely Mentikwangii, creates a culinary tourism hype in the city of Semarang.

Researchers also use data collection techniques in the form of observation. Observation is used to present a realistic picture of behavior or events, to answer questions, to help understand behavior, and to evaluate or quantify certain aspects.⁹ Data in the form of documents is also used in this research to describe how the TikTok account is managed by the research object. The document referred to here was obtained through observing the personal branding of Mentikwangii's TikTok account.

In qualitative research, data analysis is considered starting from the beginning of the research. According to Ardiansyah,¹⁰ data obtained in the field must be immediately put into written form and analyzed. Through data reduction, analysis will be more focused and sharp.

4. RESULTS AND DISCUSSION

Mentikwangii, whose real name is Achmad Andi Pujiyanto, is the owner of a restaurant named KedaiPinara. The name Mentikwangii itself comes from his playfulness when he is bored, then the name Mentikwangii comes to mind. Then, from that name, he collaborated with Adella Wulandari, a content creator on the YouTube platform. Mentikwangii used to be fragrant before becoming well-known as she pursued a career in the F&B (food and beverages) industry, serving food and drinks. From her experience in the F&B industry, Mentikwangii decided to start her own business with her friend, under the name Kedai Pinara. Through her personal branding shown in the content uploaded on social media, Mentikwangii attracted customers to visit Kedai Pinara located in Gor Tri Lomba Juang, Semarang, Central Java.

From the results of research conducted using Alfred Schutz's phenomenology theory,⁸ actions and behaviors performed by individuals consciously, even though the motives and background of such actions lie beyond their consciousness. This causes social actors to try to interpret meanings to justify their actions. Schutz divided motives into object motives and reason motives, where the motive of purpose refers to the future and is interpreted as goals and aspirations to be achieved. Therefore, this goal becomes the objective attained through the activities of the main actors in the

social phenomenon. As such, this motive pertains to an individual's past experiences used to justify the actions taken.

Schutz also argues that the phenomenology theory, when humans perform certain actions, there is certainly a reason called a motif, and this motif can be divided into two goals: if there is and if there is a goal related to, in this case there is a cause, and vice versa. This theory delves into the goals and reasons for the influence of the Tiktok account Mentikwangii in creating hype for culinary tourism in Semarang. The theory will provide a clear direction regarding the reasons as the basis for the motif of the Tiktok account Mentikwangii in creating hype for culinary tourism in Semarang. Because everyone certainly has reasons and goals for why they do something. Thus, knowledge on the motif related to the phenomenon of the mentikwangii account is depicted as an effort to create hype for culinary tourism in Semarang. By knowing that the Tiktok account Mentikwangii has a significant influence on culinary tourism in Semarang in increasing tourist visits to Semarang. Surely there are many motifs leading to the phenomenon of the Tiktok account Mentikwangii. All will be elaborated based on the theory used for more details.

4.1. Aspects of the In Order to Motive

Research related to the "purpose" motive was conducted on one object, namely the Tiktok @mentikwangii account. This was done by observing the object of research which was chosen because it was the highlight in the influence of the Tiktok @mentikwangii account in creating culinary tourism hype in Semarang. The following is a theoretical explanation based on the phenomena that exist in the goal motive: good personal branding describes the individual's personality in all aspects, meaning not only the advantages or perfection, but also the imperfections of the individual. In this context, it can be seen that the figure of the TikTok influencer account named @mentikwangii with 295,800 thousand followers and 9 million video likes.⁶ The @mentikwangii account is a new influencer named Babon, the owner of Kedai Pinara as well as a video content creator who has unique characteristics. With the personal branding that he emphasizes, namely the style of speech with funny gimics and waving hands, Mentikwangii has succeeded in becoming an attraction and entertainment for visitors to Kedai Pinara.

Creating personal branding is an activity that can be used optimally to control other people's opinions/ views of a person in such a way that with the help of a personal brand, a person can influence other people's opinions about himself according to his

wishes. With this, the use of social media in creating personal branding looks optimal in today's digital era. Social media itself is believed to be one of the tools in conducting interactions to disseminate information, ideas, fun, and even jokes of an influencer, with this major change used in the use of social media is done by many influencers from the optimization of personal branding that has been created on social media. The interview with the source Mentikwangii:

"There were angry comments on my Tiktok, "I came all the way from Jakarta but not like those videos." Then I entered Lapor Pak Net.tv and there were even comments from netizens "just shouting to enter the TV, what is his talent just like this." So far, my new followers don't know that my background is a chef and I didn't reveal that I can cook. Well, I just didn't spill the content lately that I didn't upload on Tiktok to reach 3 million."

Based on the interview, according to the interviewee, TikTok is interesting to use because by uploading trending content, it will be easily recognized by other users. Creating a personal brand is everything that sells and differentiates a person, such as a person's message, personality, and marketing tactics. Creating a personal brand is also the art of attracting and retaining many customers by actively shaping public perception. In addition to the purpose motive, phenomenological theory also refers to the "because" motive. So the because motive or the cause of the phenomenon will also be presented in this paper. The following is a discussion of the "because" motive based on phenomenological theory.⁸

4.2. Aspects of the Because Motive

Because motive is an action related to past motives. There must be a reason from the past for someone's actions. Based on the interviews that researchers obtained from the interviewees, it seems that there are several reasons why MentikwangiiTiktok account has caused a stir in culinary tourism in Semarang.

"Viral is not good rumangsanipenak being a celebrity is not good at all because every day I think about content and I'm a typical person who when creating content, I don't like to look for, for example, today's trends, what's the trend this week, I don't like that. I create content spontaneously and what I like."

As a social media user, especially TikTok, users need to be aware of what is happening around (booming) or commonly called trends. If users want to reach audience

and get closer to other users, it is necessary to understand trends as much as possible. By following the trends that are booming, of course, the content created will be more up-to-date, especially since this content is often discussed. Therefore, user-generated content will be very popular with the audience and it is likely that the audience will like the content.

5. Conclusion

Based on the interview, according to the source, TikTok is appealing to use because by uploading content that is currently trending, it will be easily recognized by other users. By optimizing the personal branding that has been created by Mentikwangii, this influencer can become more creative in the content that will be created in the future. By optimizing a personal branding that sells and distinguishes an individual, such as their message, personality, and marketing strategies, a strong personal branding will be created. Creating a personal brand is also an art of attracting and retaining many customers by actively shaping public perception.

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