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# **Culinary Content Delivery Strategies by Micro-Influencer *@nyamwithinop* in Building Consumer Trust on TikTok Micro-Influencer**

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**Abstract** — The rise of social media has fostered the emergence of the content creator profession, which plays a vital role in the digital economy ecosystem, including the culinary sector. This study aims to analyze the communication strategies employed by the Micro-Influencer *@nyamwithinop* on TikTok in building credibility and audience trust. The research adopts a descriptive qualitative method with a case study approach, in which data were collected through documentary observation of video content and audience interactions during the period 2020–2025, covering aspects such as presentation style, narrative, visuals, and user responses. The findings reveal that *@nyamwithinop*'s success in fostering trust is supported by four key communication strategies: (1) understanding the audience by tailoring topics, language, and delivery styles according to audience segments; (2) defining distinct content objectives between premium restaurant reviews and simple culinary experiences; (3) constructing messages through concise and straightforward narratives, complemented by engaging and audience relevant visuals; and (4) selecting appropriate methods and media by leveraging TikTok as the primary platform that aligns with the characteristics of younger generations. These strategies are reinforced by two-way interaction, consistent content posting, and active audience engagement, which collectively enhance both credibility and loyalty. The study underscores that Micro-Influencer's are effective in shaping consumption decisions through well-crafted communication strategies and provides practical implications for culinary UMKM in designing social media based promotional strategies.

**Keywords** – *Micro-Influencer, TikTok, communication strategies, culinary content, consumer trust*

## I. INTRODUCTION

The development of digital technology has brought about significant transformations in various aspects of life, one of which is marked by the emergence of the profession of content creator [1]. Etymologically, a content creator refers to an individual who produces works in the form of writing, images, music, photographs, or videos, and disseminates them through digital media. This activity is not limited to public figures or influencers with millions of followers, but can also be undertaken by anyone who shares their creations on digital platforms [2]. Thus, the profession of content creator is inclusive and accessible to individuals across all segments of society.

The growing interest of younger generations in pursuing a career as content creators is closely linked to Indonesia's demographic landscape. According to data from Statistics Indonesia Badan

Pusat Statistik/BPS in 2020, the majority of the Indonesian population is dominated by Generation Z (born 1997–2012) with 75.49 million individuals (27.94%) and Millennials (born 1981–1996) with 69.90 million individuals (25.87%). These two generations are recognized as digital natives who have grown up in the era of information technology, thereby exhibiting a high level of connectivity with the internet and social media [3].

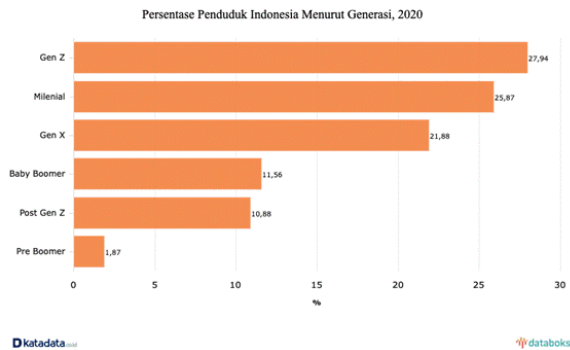


Fig1. Percentage of Indonesian Population by Generation, 2020

In line with this demographic trend, social media, which was initially utilized as a tool for communication and networking, has evolved into a creative space as well as a digital economic ecosystem. A report by Statista, as summarized by Katadata, reveals that social media users in Indonesia are predominantly within the productive age group of 18–34 years. This condition reinforces the role of digital platforms such as YouTube, Instagram, and TikTok as the primary mediums for younger generations to express their creativity while simultaneously building their careers [3].

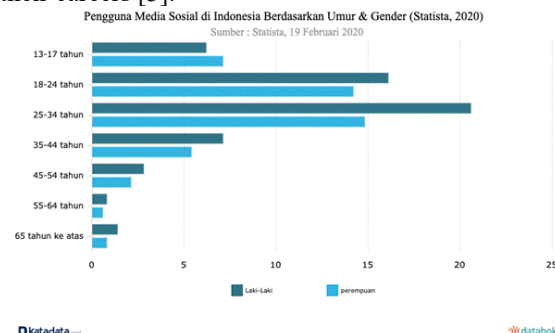


Fig 2. Social Media Users in Indonesia by Age and Gender

Among these platforms, TikTok holds a particularly strategic position. This short form video application enables users to create and share creative content with extensive reach through its recommendation algorithm. TikTok has even emerged as an effective marketing tool, particularly for micro, small, and medium enterprises (UMKM) and culinary brands, due to its visual nature, speed, and high potential for virality [4]. In the culinary context, TikTok provides significant opportunities for creators to showcase appealing food visuals, deliver concise reviews, and simultaneously build direct interaction with their audiences.

Micro, small, and medium enterprises (UMKM) play a vital role in the national economy. UMKM are defined as productive businesses owned by individuals or business entities operating on a small scale, with a limited number of employees and relatively low capital [5]. Following the 1997 monetary crisis, UMKM proved their resilience by sustaining Indonesia's economy. To this day, their contribution remains significant, accounting for 60.5% of the national GDP and employing 96.9% of the total workforce [6].

In the realm of digital marketing, the role of Micro-Influencer's has become increasingly prominent. Micro-Influencer s are individuals with a relatively modest follower base (10,000–100,000) but characterized by high levels of engagement [7]. Their strength lies in fostering closer personal connections with audiences, producing more authentic content, and focusing on specific niches [8]. Within the culinary industry, Micro-Influencer s typically leverage their particular interest or expertise in food and beverages to provide recommendations that are perceived as trustworthy by their audiences.

One example of a culinary Micro-Influencer on TikTok is the account @nyamwithinop, which is recognized for producing food and beverage review content ranging from street snacks and UMKM products to franchise restaurants. The key appeal of this account lies in its relaxed and honest style, complemented by visually enticing food presentations. This phenomenon is particularly noteworthy to study, as consumer trust serves as a crucial factor in shaping a positive brand image while simultaneously influencing purchasing decisions.

The concept of trust, or consumer trust, can be understood as the belief that a party will deliver value in line with expectations without any intention of causing harm [9]. In the context of digital marketing, trust is established through message consistency, information transparency, and positive experiences shared by the trusted party, including influencers [10]. A high level of trust makes consumers more receptive to product recommendations and has the potential to enhance brand loyalty.

Previous studies have shown that Micro-Influencer's are considered effective in building trust, as they are perceived to be closer, more authentic, and more relevant compared to celebrities. Factors contributing to consumer trust include source credibility, content quality, audience interaction, and message consistency. On platforms such as TikTok, visual elements, storytelling, and communication style serve as key aspects that influence audience perceptions of trust [11].

Within this framework, communication strategy plays a pivotal role. Effendy (1981; 2004) defines communication strategy as a set of planned steps in managing messages to effectively influence the audience. Starykh (2018) further emphasizes that a communication plan should be designed not only to convey information but also to influence the behavior and mindset of the public. In line with this, Halvorson highlights that content strategy should serve as a roadmap that directs information to align with specific objectives while ensuring its usefulness to society [12].

Digital communication strategy is defined as the application of information and communication technologies to achieve specific objectives [13]. Such strategies serve as a medium for marketing, education, and strengthening relationships with consumers. In practice, storytelling emerges as a crucial element, as

it enables the creation of emotional connections with consumers [14]. An appropriate communication strategy not only fosters a positive image but also enhances public trust in products and brands [15].

Several steps must be implemented to ensure that a communication strategy functions effectively: 1) Understanding the Audience Three aspects should be considered: the subject matter to be delivered, the medium used, and the vocabulary chosen to ensure that the message is easily received and understood [16]. All of these components must be adapted to the characteristics of the target audience. Therefore, in communication, it is essential to first understand the audience with whom the interaction takes place. 2) Defining Objectives Communication objectives significantly influence other components of the communication process. These objectives may include efforts to evaluate behavior, resolve problems, or provide accurate information. 3) Structuring the Message To ensure that messages are easily comprehensible to the audience, the selection of words, symbols, and supporting elements must be carefully arranged to capture attention. The primary reference in message construction is recognizing the audience, understanding their characteristics, and aligning the message with the intended communication goals. 4) Establishing Methods and Selecting Media The choice of methods and media should be based on communication objectives, audience characteristics, and the series of messages that have been structured.

Given the importance of trust in influencing consumer purchasing decisions, this study aims to examine the content delivery strategies employed by the Micro-Influencer @nyamwithinop on TikTok. The objective is to provide an in-depth understanding of how Micro-Influencer s build credibility and audience trust, while also offering practical guidance for culinary UMKM in designing social media based marketing strategies

## II. RESEARCH METHOD

This study employs a descriptive qualitative approach with a case study method, focusing on the TikTok account @nyamwithinop, which is recognized as a culinary Micro-Influencer. Data were collected through documentary observation of video content and digital interactions uploaded during the period 2020–2025. The observed aspects include food presentation style, content narration, visual selection, and audience responses through comments, likes, and shares. The analysis is centered on communication strategies, storytelling techniques, message consistency, and audience engagement in building trust. Through this analysis, the study seeks to provide an in-depth understanding of effective culinary content delivery patterns that strengthen consumer trust on the TikTok platform.

## III. RESULT

Research on culinary TikTok accounts is particularly relevant, as this phenomenon illustrates the role of Micro-Influencer s in shaping consumer preferences. TikTok has now evolved beyond a platform for entertainment to become an interactive space where audiences seek both information and culinary recommendations. Culinary accounts are noteworthy subjects of study because they are able to present content that is simple, authentic, and closely aligned with the everyday experiences of their followers.

One example is the TikTok account @nyamwithinop, a culinary Micro-Influencer with a considerable number of followers and active audience engagement. Consistency in uploading food-related content has made this account one of the popular culinary references among TikTok users. The routine posting pattern also strengthens the audience's emotional connection with the creator, as they become increasingly familiar with the distinctive style of content delivery presented.



Fig 3. Screenshot of the TikTok Account @nyamwithinop

In terms of delivery, the culinary content presented tends to be simple, natural, and communicative. The influencer employs everyday language that is easy to understand, allowing the audience to feel a sense of closeness and familiarity. The narrative is structured concisely yet remains information-rich, covering aspects such as taste, price, and location, thereby assisting the audience in making quick consumption decisions.

Based on the research objective of examining the content delivery strategies of the culinary Micro-Influencer @nyamwithinop on TikTok in building credibility and audience trust, four key elements are identified as essential for ensuring the effectiveness of communication strategies:

### a. Understanding the Audience

The primary strategy employed by @nyamwithinop in building consumer trust is a deep understanding of his audience. This is evident in the way he selects topics, language, and content

delivery styles that are tailored to the specific target market he aims to reach.



Fig 4. Content by @nyamwithinop at Salt and Sizzle Restaurant

However, adjustments are made when reviewing more modest culinary experiences. In the video uploaded on August 19, 2023, featuring a roadside food stall, he shifted to using simpler and more easily comprehensible language. This strategy demonstrates an awareness of audience diversity and the creator's ability to adapt vocabulary to ensure that messages remain clear and accessible to all groups.



Fig 5. Content by @nyamwithinop at Abusan Japanese Food Stall

#### b. Defining Objectives

Communication serves as the foundation that influences every component of a delivered message. In the case of @nyamwithinop, the establishment of clear objectives is key to building trust and shaping audience behavior. His content is not merely intended as entertainment but is guided by specific purposes behind each review. When reviewing upscale restaurants, his objective is to provide accurate information for audiences seeking premium culinary recommendations. The messages are crafted to emphasize details of taste, presentation aesthetics, and the unique dining

experience offered. Conversely, when reviewing modest food stalls, his objective shifts toward addressing the needs of audiences looking for delicious yet affordable meals. In such content, the message highlights authenticity and economic value.

#### c. Structuring the Message

The effectiveness of content delivery also depends on how messages are structured. @nyamwithinop positions the audience as the primary reference point in choosing words, speaking style, video framing, and background music. When reviewing upscale restaurants, he employs descriptive and aesthetic language supported by artistic visuals, as illustrated in his video at Salt and Sizzle: *"This is so amusing, it's basically Indomie but in a fancy version, with seasoning packets that dissolve directly into the broth."* In contrast, when reviewing more modest eateries such as Abusan Japanese Food Stall, his messaging becomes more straightforward, authentic, and natural, for example: *"The katsu is this huge, but don't worry, the price is still affordable."* These differentiated approaches create experiences that align with the expectations of each audience segment. Thus, he not only conveys information but also delivers culinary experiences that feel relevant and relatable.

#### d. Establishing Methods and Selecting Media

The choice of TikTok as a communication medium reflects a well aligned strategy. The platform proves effective in fostering trust and enhancing brand awareness through short form videos that spread rapidly across networks. Its user demographics, predominantly Gen Z and millennials, also match the target market for culinary content. The combination of food visuals, ambiance, and personal expressions further strengthens the appeal of the message, making it appear more authentic and relatable to audiences.



Fig 6. The most-viewed video content on the TikTok account @nyamwithinop

One example of the success of this strategy can be seen in the review content at *Namaaz Dining*, which reached 6.2 million views, 341.2 thousand likes, 34.5 thousand saves, and 23.4 thousand shares. The video showcased a unique concept, such as dishes presented in the form of edible soap or a mortar (*cobek*). This kind of visual creativity stimulated users' curiosity and generated high levels of interaction in the form of likes, comments, and saves. The strong audience response indicates that viewers were not only watching passively but also actively engaging in conversations around the culinary experience.



Fig 7. Selected Audience Comments on @nyamwithinop's Content

Moreover, two way interaction constitutes another strength of this account. @nyamwithinop frequently responds to comments, particularly from audiences who have tried the culinary recommendations he shares. These replies, though simple, are delivered warmly, thereby fostering personal communication, reinforcing closeness, and simultaneously building trust. Consequently, the culinary content uploaded serves not only as entertainment but also as an influential factor in shaping the audience's purchasing decisions.



Figure 8. Engagement Rate of TikTok Account @nyamwithinop

As of May 11, 2020, the TikTok account @nyamwithinop had 572.2 thousand followers, 706 published videos, and a total of 521 million likes. Its global ranking also demonstrated a strong position, namely 6,147 (SB Rank), 4,660 (Followers Rank), 3,843 (Likes Rank), and 6,734 (Videos Rank), with an overall B+ Grade. These figures indicate that consistency in delivering culinary content with a specific thematic focus not only generates high levels of interaction but also successfully expands audience reach.

#### IV. DISCUSSION

The findings of this study demonstrate that the Micro-Influencer @nyamwithinop on TikTok has successfully built credibility and trust among the audience. The researcher identifies four key communication strategies that enable this process to function effectively, namely:

##### a. Understanding the Audience

Audience Orientation serves as the primary strategy employed by @nyamwithinop. He demonstrates the ability to carefully select topics, language, and styles of content delivery that are specifically tailored to the target market he intends to reach.

This is evident in a video uploaded on August 26, 2023, featuring Salt and Sizzle. In this content, @nyamwithinop employs specific culinary terminology that is often only familiar to certain groups of audiences. Such expressions are generally less accessible to viewers from lower socioeconomic backgrounds. Examples include statements such as "The shrimp is topped with butter and then torched until it melts," "The pasta seasoning is bold and savory," and "The beef is well seasoned, so it already tastes good even when eaten plain, but if you want to dip it into salt or sauce, it depends on personal preference." This linguistic choice reflects the influencer's intended target market, which is primarily middle- to upper-class audiences who are interested in fine dining experiences.

Thus, @nyamwithinop has successfully built a connection and trust with his audience through carefully tailored content, ensuring that every word used is relevant to the intended viewers. This is reflected in the performance of his review of Salt and Sizzle, which garnered approximately 6 million views, 352.5 thousand likes, 49.1 thousand saves, 18.9 thousand shares, along with a stream of positive comments from viewers.



Fig 11. Selected comments from audiences on @nyamwithinop's content

This case illustrates how a profound understanding of the audience serves as the key

factor in the success of a Micro-Influencer in building trust on the TikTok platform.

The communication strategy adopted by @nyamwithinop aligns with the theoretical perspectives proposed by Arifin (1984) and Rangkuti (2009), and its outcomes correspond to the objectives expected by the content creator.

#### b. Defining Objectives

The strategy of defining objectives represents one of the key approaches employed by @nyamwithinop in managing his culinary content. He does not merely produce food review videos; rather, he sets clear goals, namely to establish a credible image as a food content creator, to provide trustworthy culinary recommendations, and to enhance audience engagement through enjoyable culinary experiences.

This can be observed in a video uploaded on September 4, 2022, featuring *ALBAIK* restaurant, where @nyamwithinop structured the content in a coherent sequence: beginning with the restaurant's ambiance, followed by menu details, presentation style, and concluding with his impressions after tasting the food. The objective was not only to provide information about the dishes but also to emphasize the value of the experience that audiences would gain if they visited the restaurant.

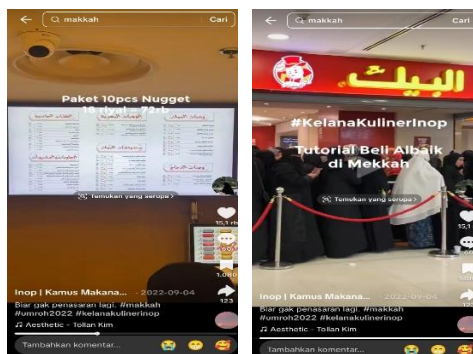


Fig 12. TikTok content by @nyamwithinop demonstrating a coherent content flow

By setting distinct objectives for each type of content, @nyamwithinop is able to craft messages that are consistently relevant and targeted. This goal oriented approach not only demonstrates his professionalism but also continuously reinforces his credibility. Ultimately, @nyamwithinop has successfully positioned himself not merely as a content creator, but as a trusted source of information that assists his audience in making informed consumption decisions.

#### c. Structuring the Message

The findings indicate that the success of @nyamwithinop's culinary content delivery is largely influenced by his ability to adapt communication styles to audience characteristics. When reviewing upscale restaurants, he employs

descriptive language and aesthetically appealing visuals to create an exclusive impression. This approach aligns with persuasive communication theory, which emphasizes the importance of language style in shaping a particular image. Conversely, when reviewing modest food stalls, he adopts a straightforward and authentic delivery style, making the content more relatable to the everyday experiences of his audience.

This strategy is consistent with the principles of audience centered communication, which posit that messages are more effective when aligned with the expectations and experiences of the recipients. Consequently, the differentiated communication styles employed by @nyamwithinop function not only as a means of conveying information but also as a strategy for building trust through culinary experiences perceived as relevant by his followers.

#### d. Establishing Methods and Selecting Media

The selection of TikTok as a communication medium is also highly appropriate, considering that the majority of its users are young audiences who favor dynamic visual content. Although follower counts may fluctuate, @nyamwithinop maintains trust through active engagement in the comment section, fostering a sense of personal connection with his audience. These strategies position @nyamwithinop as a reliable and influential culinary reference within the digital sphere.



Fig 9. Like Engagement Rate of TikTok Account @nyamwithinop

SocialBlade data also reveal trends in the account's performance. Regarding likes, a significant surge occurred in mid 2023, reaching over 10 million within a single month. Following this peak period, the number of likes gradually declined, although there was a moderate increase in the second half of 2023 through early 2024. Entering 2024–2025, interactions stabilized at lower volumes, ranging from several hundred thousand to two million likes per month. This trend indicates that social media content performance is highly influenced by factors such as prevailing trends, consistency in content production, and the dynamic preferences of the audience.



Fig 10. Follower Engagement Rate of TikTok Account @nyamwithinop

Meanwhile, the follower metric exhibited a similar pattern. From 2022 to early 2023, there was a significant surge in growth, with as many as 150,000 new followers added in a single month. However, from mid-2023 through 2024, growth slowed and stabilized at a lower rate. By 2025, monthly follower additions were limited to a few thousand, with some periods showing almost no increase. This pattern underscores that large spikes in follower growth typically occur during viral moments, whereas, in the long term, growth tends to follow a normalized public interest trajectory.

The strategy employed by @nyamwithinop aligns with the findings of Handaruwati and Dewi [17], which indicate that Micro-Influencer posts attract respondents as potential consumers, encouraging them to try new experiences and arousing curiosity through the content presented on a Micro-Influencer's account. Prospective consumers can make decisions based on reviews, feedback, and comments from others in the comment section of a post. By leveraging these Micro-Influencer reviews, potential consumers are able to adjust their spending budget and consider factors such as taste, price, quality, and the cleanliness of street food establishments.

Micro-Influencers provide significant support to culinary business operators by promoting their ventures through content shared on TikTok. Business owners consider employing Micro-Influencers due to their broader reach and lower costs compared to traditional marketing channels. Additionally, entrepreneurs can receive direct feedback from consumers through the comment section, which is accessible to anyone, allowing for real time insights and engagement.

## V. CONCLUSION

This study confirms that the success of Micro-Influencers in influencing consumer purchasing decisions is largely determined by their ability to build trust through effective content delivery strategies. The analysis of the Micro-Influencer @nyamwithinop on TikTok is expected to provide a concrete illustration of how audience credibility and trust can be established. These findings not only enrich academic understanding of the role of Micro-Influencers in digital marketing but also offer practical benefits for culinary UMKM in designing more effective

communication and promotional strategies on social media.

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