

Instagram vs. TikTok: Which Digital Platform is More Effective for Restaurant Industry Marketing?

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ABSTRACT

The emergence of Karen's Diner restaurant in Jakarta has garnered significant attention and gone viral on social media due to its distinctive presentation style. This study aims to examine the differences in the effectiveness of Instagram and TikTok for digital marketing at Karen's Diner. Differences in marketing content are analyzed based on five parameters, among others attention, information search, interest, uniqueness of content, and interesting content. Employing a quantitative research methodology, the study utilizes a survey approach. The sampling technique is purposive sampling. Data analysis is conducted through descriptive statistics and paired sample t-tests. The findings reveal no significant difference in the effectiveness of Instagram and TikTok as digital marketing tools for Karen's Diner. Both platforms are equally effective in attracting visitors seeking further information and influencing their decision to visit. This study yields significant theoretical and practical contributions, underscoring the undeniable efficacy of digital marketing as a transformative force in modern marketing paradigms. Furthermore, the research provides actionable recommendations for crafting and refining digital marketing strategies, positioning them as indispensable tools for navigating the complexities of today's dynamic landscape. Digital platforms can be relied upon to build awareness and promote products and services, including those of cafés and restaurants.

ABSTRAK

Kemunculan Karen's Diner di Jakarta sangat menarik perhatian dan viral di media sosial karena memiliki karakteristik penyajian yang unik. Banyak konsumen yang berkunjung untuk merasakan pengalaman berkunjung ke Karen's Diner. Penggunaan Instagram dan TikTok dalam pemasaran digital menjadi menarik untuk diteliti. Penelitian ini bertujuan untuk dapat melihat perbedaan efektivitas penggunaan Instagram dan TikTok dalam pemasaran digital di Karen's Diner. Perbedaan efektivitas dilihat dari lima parameter antara lain, attention, information search, interest, uniqueness of content, and interesting content. Penelitian ini menggunakan metode penelitian kuantitatif dengan metode survey. Teknik sampling menggunakan purposive sampling yaitu pengunjung Karen's Diner sebanyak 100 orang. Teknik analisis data menggunakan analisis deskriptif dan uji paired sample t-test. Hasil penelitian menunjukkan bahwa tidak ada perbedaan efektivitas Instagram dan TikTok dalam pemasaran digital di Karen's Diner. Keduanya sama-sama efektif menarik pengunjung untuk mencari informasi lebih lanjut dan menjadi pertimbangan untuk berkunjung ke Karen's Diner. Penelitian ini memberikan implikasi teoritis maupun praktis sebagai saran rekomendasi untuk menyusun strategi pemasaran digital sebagai alat pemasaran yang sangat efektif di saat ini. Penggunaan Instagram, TikTok, ataupun keduanya dapat diandalkan untuk membangun awareness dan memasarkan produk dan jasa, termasuk café dan restoran.

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INTRODUCTION

Technology has profoundly transformed the way humans perform tasks, particularly in the domain of communication. The rapid advancements in technology have led to the emergence of a plethora of media that individuals can utilise as tools for interaction. The evolution of the internet has significantly broadened the horizons of connectivity, enabling individuals to engage with others, regardless of geographical boundaries, at any time of the day or night. This digital revolution has not only reshaped personal communication but has also dramatically impacted the business landscape, particularly in the sphere of digital marketing. Businesses today have the unprecedented ability to reach vast audiences, breaking free from the limitations of traditional marketing channels.

Among the various sectors that have effectively harnessed the power of digital marketing, the food and beverage industry stands out prominently. Establishments within this sector have increasingly turned to social media platforms such as Instagram and TikTok to craft engaging and visually appealing content, thereby attracting a broader clientele. These platforms offer unique opportunities for restaurants to showcase their offerings in innovative and entertaining ways, drawing in potential customers through captivating imagery and interactive content.

A particularly noteworthy example of this trend is Karen's Diner Jakarta, which has made significant strides in utilising Instagram and TikTok for promotional purposes. Officially launched on 15 December 2022, this restaurant marks its inaugural branch in Indonesia. What sets Karen's Diner apart from traditional dining establishments is its distinctive concept: while most restaurants compete to provide exemplary service characterised by warmth and friendliness, Karen's Diner is famously known for its intentionally unwelcoming service. This unconventional approach has

intrigued customers, creating a unique dining experience that challenges conventional hospitality norms.

In adapting to the digital era, Karen's Diner Jakarta has effectively employed social media as a central component of its marketing strategy. The strategic selection of Instagram and TikTok allows the diner to cultivate a dynamic online presence. TikTok serves as an ideal platform for sharing entertaining, humorous, and interactive content that resonates with a younger audience. In contrast, Instagram is leveraged not only for its visual appeal but also as a means to present enticing imagery of the dishes served, thus stimulating interest and engagement among potential diners.

Through the adept use of digital marketing techniques on these platforms, Karen's Diner Jakarta has successfully broadened its audience reach. The diner's active and engaging social media presence has generated significant interest, enticing prospective visitors to experience the one-of-a-kind culinary adventure that the establishment promises. On average, the diner attracts between 150 and 200 patrons daily, yielding impressive monthly revenues that range from IDR 500 million to 600 million. Such remarkable financial performance underscores the effectiveness of the extensive marketing efforts employed by Karen's Diner Jakarta via social media.

Moreover, the relatively high pricing of menu items further contributes to the restaurant's ability to achieve revenues approaching half a billion IDR each month. This substantial financial success is undoubtedly intertwined with the innovative digital marketing strategies deployed on Instagram and TikTok. The diner's ability to maintain a captivating online presence plays a crucial role in its ongoing success in the highly competitive food and beverage sector.

Despite the clear significance of these social media platforms in enhancing marketing efforts, there remains a notable gap in research that critically analyses the comparative effectiveness of Instagram and

TikTok within the framework of digital marketing. Existing studies often focus on individual platforms in isolation or explore broader themes related to digital marketing. For instance, [Santoso \(2021\)](#) examined the effectiveness of digital marketing in fostering consumer loyalty, while [Hamzah et al \(2019\)](#) conducted a comparative analysis of online and offline marketing strategies. Similarly, [Mulyani et al \(2022\)](#) investigated the comparative effectiveness of TikTok and Instagram, primarily focusing on their influence on users' self-disclosure rather than their marketing potential. Research by [Zainudin et al \(2023\)](#) further corroborates the significant and positive impact of social media and electronic word-of-mouth (eWOM) in shaping consumer purchasing decisions, highlighting their pivotal role in modern consumer behavior dynamics.

In light of this context, it is evident that there is a pressing need for targeted research that specifically investigates the effectiveness of Instagram and TikTok in the unique context of Karen's Diner Jakarta. This study aims to get the theoretical implication that comprehensively compare the efficacy of these two social media platforms in their digital marketing initiatives. The findings will provide valuable insights and recommendations for restaurants and other businesses seeking to optimise their digital marketing strategies in an increasingly digital world, ultimately contributing to a deeper understanding of how to effectively engage audiences in the competitive landscape of the food and beverage industry.

LITERATURE REVIEW

Effectiveness

Effectiveness is a multifaceted concept essential for evaluating organisational performance. Steers (2015) in his book 'Efektivitas Kerja', defines it as the execution of tasks with precision, aligning actions with predetermined timelines and grounded in factual information. This understanding emphasizes that effectiveness

encompasses not only achieving outcomes but also doing so in accordance with organisational standards.

Siagian in his book 'Sistem Informasi Manajemen' (2016), elaborates that effectiveness involves the strategic utilisation of resources, including manpower and infrastructure, to produce goods in specified quantities. Mardiasmo (2017) in his book 'Perpajakan', highlights that an organisation's success in achieving its goals is indicative of its effectiveness. Thus, effectiveness reflects a situation that substantiates the level of achievement or performance, characterised by specific criteria and benchmarks.

Digital Marketing

Digital marketing has revolutionised the contemporary business landscape, encompassing activities aimed at promoting products or services through digital platforms. Sanjaya and Josua (2009) in their book 'Creative Digital Marketing', describe it as leveraging available media channels to enhance visibility. Digital marketing utilises the internet and technologies to augment marketing functions, transcending traditional methods. Digital marketing is widely used as a promotional strategy, including restaurants ([Atmoko & Widyaningsih, 2020](#)).

[Hodijah et al \(2024\)](#) views it as an innovative approach using information technology to promote products. The primary goal is to establish connections between consumers and businesses, facilitating communication.

Scholarly investigations have consistently demonstrated the profound impact of digital marketing on consumer purchasing decisions. [Wachyuni & Priyambodo \(2020\)](#), for example, reveals that digital content, particularly celebrity endorsements, significantly influences buying behavior in the food and beverage sector. Echoing this sentiment, [Rahmayani et al \(2023\)](#) provide compelling evidence that digital marketing directly enhances sales performance for home-based industries,

solidifying its status as a powerful catalyst for business growth.

Key indicators of digital marketing effectiveness, identified by [Ruswandi et al \(2021\)](#) include attention, interest, and search. Attention reflects viewer engagement with content, Interest measures attraction to messages, and Search involves audience inquiries about products before purchase. While [Kartika & Ruthnia \(2019\)](#) highlight that engaging content boosts subscription rates and loyalty. Furthermore, [\(Rahmawati, 2020\)](#) stated that any digital media platform will be meaningless if the text is not responded to by the public.

Drawing from these theories, a comprehensive framework for assessing digital marketing effectiveness has been developed, anchored by five pivotal indicators: capturing Attention, fostering Interest, facilitating Search, ensuring the Uniqueness of Content, and crafting Intriguing Content.

Instagram

Social media is currently used more often than conventional media, including for marketing. There are many popular platforms, but one that is considered to have great potential in marketing is Instagram [\(Jannah et al., 2022\)](#). Instagram, as defined by [Situmorang and Hayati \(2023\)](#), Instagram is the most popular social networking platform today and continues to increase in popularity among the general public, especially among students. The characterises it as an application for sharing moments through images and videos, allowing users to articulate narratives visually. Several key functionalities of Instagram such as Homepage, Comments, Explore, Profile, News Feed, Caption, Hashtag, Location, Follow, Like, Mentions. Through its diverse functionalities, Instagram serves as a powerful tool for individuals and businesses alike. It provides a platform for dynamic engagement and effective promotion of products and services within a visually

driven social context. As such, Instagram's role in digital marketing continues to evolve, making it an indispensable tool for contemporary promotional strategies in the food and beverage industry and beyond.

TikTok

TikTok is a unique and captivating application that offers distinctive functionalities, allowing users to effortlessly create engaging short videos that capture the attention of a broad audience. This social networking and video-sharing platform, originally launched in September 2016, has its roots in Chinese innovation [\(Tempo.co, 2023\)](#).

As a dynamic medium for video creation, TikTok enables its users, spanning various demographics from children to adults, to produce music-driven videos that resonate with viewers. The platform has gained immense popularity due to its user-friendly interface and diverse array of creative tools, making it a preferred choice for content creators seeking to engage their audience in novel ways. Developed by ByteDance Inc., TikTok was introduced to the Indonesian market as part of the company's strategic expansion into social media and music video applications.

Notably, TikTok achieved significant milestones shortly after its launch; during the first quarter of 2018, it emerged as the most downloaded application globally, with a staggering 45.8 million downloads. This figure eclipsed that of other renowned applications such as YouTube, WhatsApp, Facebook, Messenger, and Instagram, demonstrating TikTok's remarkable ascent in the digital landscape [\(Sallem et al., 2023\)](#).

Given this context and the insights gleaned from various references, this study formulates the following hypotheses:

H0: There is no difference in the effectiveness of digital marketing between Instagram and TikTok.

H1: There is a difference in the effectiveness of digital marketing between Instagram and TikTok.

Through these hypotheses, this research aims to explore the comparative effectiveness of these two prominent platforms in digital marketing, providing valuable insights for businesses and marketers in leveraging social media strategies effectively. By understanding the nuances of TikTok and Instagram, stakeholders can better tailor their marketing efforts to engage audiences and enhance brand visibility.

METHOD

This study adopts a quantitative approach using a comparative method. The comparative quantitative methodology interprets data through numerical analysis, allowing for a systematic examination of the collected information. Data collection was conducted via the distribution of questionnaires, which were designed to gather insights from participants. The population for this research comprises followers of the social media accounts on Instagram and TikTok associated with Karen's Diner Jakarta. This includes individuals who have previously visited the restaurant, as well as those who have yet to experience it. The selection of respondents was meticulously refined, retaining only those who confirmed their status as followers of Karen's Diner on Instagram and TikTok. Accounts failing to meet this prerequisite were systematically eliminated from the dataset to ensure precision and relevance. Due to the unknown size of the population, the sample size was determined using Cochran's formula, which is a statistical tool used to estimate the necessary sample size for surveys to ensure accuracy and reliability in the findings.

Cochran's formula is utilized to determine the required sample size for a given confidence level and margin of error. The formula is expressed as follows:

$$n = \frac{z^2 pq}{e^2}$$

Where:

n = required sample size

z = z-value corresponding to the desired confidence level (for a 5% confidence level, $z=1.96$ $z = 1.96z=1.96$)

e = margin of error (1%, 5%, 10%)

p = probability of the attribute present (typically set at 0.5 for maximum variability)

q = probability of the attribute absent (calculated as 0,5).

Based on the above formula, the sample size calculation proceeds as follows:

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} = 96,4 = 96$$

person (100 persons)

Thus, rounding this to the nearest whole number, the required sample size is approximately 96 individuals. However, for practical purposes, the sample size is set at 100 individuals to ensure a sufficient data pool.

The research instrument employed was a questionnaire encompassing various dimensions, including respondent demographics, visitor experiences at Karen's Diner Jakarta, and the effectiveness of digital marketing through Instagram (X1) and TikTok (X2). The effectiveness metrics included indicators such as interest in visiting, completeness of information, number of followers, and content quality. All elements were assessed using the questionnaire instrument, which employed a Likert scale ranging from 1 to 5 (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Prior to administration, the questionnaire underwent validity and reliability testing to ensure its robustness and accuracy. Following this validation process, data that met the criteria for validity were subjected to thorough analysis, encompassing classical assumption tests and a paired sample t-test. The research was conducted over the period from January to April 2023.

This methodological framework is designed to yield insightful conclusions about the comparative effectiveness of digital marketing strategies on Instagram and TikTok, thus contributing significantly to the understanding of their roles in attracting visitors to the restaurant. By employing this rigorous methodology, the research aims to derive meaningful conclusions about the effectiveness of digital marketing strategies employed on these platforms, contributing valuable insights to the broader field of social media marketing.

FINDING AND DISCUSSION

Findings

Profile of Karen's Diner Restaurant Jakarta

Karen's Diner Jakarta is situated at Bintaro Jaya Sektor 9, South Jakarta. This restaurant, originating from Australia, boasts a unique concept characterised by a deliberately unwelcoming and cheeky service style, as staff are specifically trained to adopt a less-than-friendly demeanor. This intriguing approach has piqued the curiosity of many customers, leading them to visit Karen's Diner to experience its unconventional dining atmosphere firsthand.

The distinctive nature of the service at Karen's Diner is visually represented in Figure 1 below, which captures the essence of the dining experience offered to patrons. This unusual concept not only serves as a marketing tool but also creates a memorable experience that encourages word-of-mouth promotion and repeat visits. By examining the interplay between this distinctive service style and its effectiveness in attracting customers, we can gain insights into the role of digital marketing strategies on platforms such as Instagram and TikTok in enhancing brand visibility and customer engagement.



**Figure 1. Service at Karen's Diner
Jakarta**

Source: *Google.com*, 2023

Karen's Diner is a restaurant that embodies a distinctly unconventional service model. While most dining establishments strive to provide exemplary service to their customers, Karen's Diner adopts an opposing approach. This restaurant is renowned for offering the most deliberately rude service, making it a central aspect of its unique concept.

Demographic Analysis of Visitors to Karen's Diner Jakarta

The demographic analysis reveals insightful patterns regarding the age distribution of patrons at Karen's Diner Jakarta. The majority of visitors, comprising 53%, fall within the age range of 17 to 26 years. Following this, 40% of respondents belong to the 27 to 36 age group, while only 7% are aged between 47 and 41 years.

In terms of gender distribution, the clientele is predominantly female, accounting for 55%, compared to 45% male visitors. This demographic breakdown is illustrated in Table 1, which presents a comprehensive overview of the characteristics and profiles of the diner's patrons. Understanding these demographic trends is crucial for evaluating the effectiveness of digital marketing strategies and tailoring content that resonates with the target audience.

Table 1. Profile and Characteristics of Visitors to Karen's Diner Jakarta

No	Demographics	Option	Freq (%)
1	Age	17-26 years old	53
		27-36 years old	40
		37-41 years old	7
2	Gender	Male	45
		Female	55
3	Occupation	Student	28
		Employee	54
		Entrepreneurs	8
		Homemakers	10
4	Last Education	High school	1
		Senior high school	35
		Diploma	12
		Undergraduate, Master's, or Doctoral	52
5	Source of Information	Instagram	47
		Tiktok	41
		Friends	12
6	Frequency of Visits	once	67,60 %
		2-5 times	31,40 %
		> 5 times	1%

Source: Data Analysis (2024)

In terms of employment, the majority of visitors to Karen's Diner are employees, constituting 54% of the clientele. This is followed by students at 28%, homemakers at 10%, and entrepreneurs at 8%. Regarding educational qualifications, a significant portion of patrons, 52%, holds degrees at the undergraduate, master's, or doctoral levels. This is followed by high school graduates at 35%, diploma holders at 12%, and a small percentage (1%) having completed junior high school.

When examining sources of information about the diner, it becomes evident that Instagram is the most preferred platform, chosen by 47% of respondents. TikTok follows closely with 41%, while 12% of patrons reported receiving information from friends.

Furthermore, the frequency of visits indicates that 67.6% of respondents have visited Karen's Diner only once, while 31.4% have dined there between 2 to 5 times. A mere 1% of visitors reported visiting the restaurant more than five times. This data underscores the significance of digital marketing efforts in attracting initial visits and highlights the potential for building customer loyalty through engaging content on social media platforms.

Results of Validity and Reliability Testing

The validity test was meticulously designed to ascertain the authenticity of the questionnaire employed in this study. Utilizing a two-tailed testing approach, we established a significance level of 0.01 (1%). According to the critical value table for $(n = 100)$, the corresponding critical value (r) is ± 0.256 . Upon conducting the statistical analysis, it became evident that the (r) values for each statement relating to the Instagram and TikTok variables surpassed the threshold of ± 0.256 ($(r > r_{\text{critical}})$). This finding robustly affirms that every statement within the instrument is not only valid but also appropriate for eliciting meaningful data for our research objectives.

Following this, we turned our attention to the reliability test, which yielded equally promising results. The reliability of the constructs was assessed through Cronbach's Alpha (α) coefficients, both of which exceeded the benchmark of 0.60 for their respective variables, X1 and X2. Specifically, the Cronbach's Alpha for X1 was recorded at 0.883, while for X2 it was noted at 0.881. These values suggest a high level of internal consistency, thereby confirming the instruments' reliability in measuring the intended constructs.

Results of Classical Assumption Tests

The classical assumption tests included a rigorous examination of both normality and heteroscedasticity, which are essential prerequisites for valid regression analysis. The normality test was conducted to evaluate

whether the residuals of the regression model conformed to a normal distribution. This was accomplished using the Kolmogorov-Smirnov test, which yielded an Asymp. Sig value of 0.07. Given that this value exceeds the 0.05 threshold, we can confidently conclude that the residuals are normally distributed, an essential condition for the integrity of our regression model.

In tandem with the normality assessment, the heteroscedasticity test was performed to determine the presence of unequal variance within the residuals. The results indicated significance values of 0.283 for Instagram and 0.121 for TikTok, both of which are comfortably above the 0.05 significance level. Consequently, we can ascertain that the regression model does not exhibit heteroscedasticity, thereby reinforcing the reliability of our analytical approach.

General Descriptive Results of Visitor Experience at Karen's Diner Jakarta

In this section, we delve into a comprehensive analysis of the perceptions held by respondents regarding various attributes of their dining experience at Karen's Diner Jakarta. The elements scrutinised include the Menu, Food Taste, Portion Size, Food Pricing, Location, and Ambiance. These dimensions collectively contribute to shaping the overall visitor experience, providing crucial insights into customer satisfaction.

The findings reveal that the menu selection is a key factor that significantly influences dining choices, with respondents expressing varied levels of satisfaction concerning the diversity and appeal of the offerings. Food taste, often considered the cornerstone of any dining experience, emerged as a pivotal aspect, with patrons highlighting the importance of flavour and presentation.

Portion size and pricing were also critical elements that garnered attention. Many respondents articulated a desire for generous portions that justify the pricing

structure, reflecting the contemporary consumer trend towards value for money. Location and ambiance further contributed to the dining experience, with participants noting that a welcoming and aesthetically pleasing environment enhances their overall enjoyment.

The comprehensive descriptive results of visitor experiences are encapsulated in [Table 1](#), which systematically categorises these attributes and their respective impacts on customer perceptions. This thorough analysis not only illuminates the strengths of Karen's Diner Jakarta but also identifies potential areas for enhancement, paving the way for strategic improvements that could elevate customer satisfaction and foster greater engagement.

Overall, this study underscores the multifaceted nature of the dining experience and the need for continuous evaluation and adaptation within the competitive landscape of the food and beverage industry.

Table 2. Results of Descriptive Analysis of Visitor Experience at Karen's Diner Jakarta

No	Statements	Mean
1	The menu presented by Karen's Diner Jakarta is very varied.	3,55
2	The food served at Karen's Diner Jakarta has a delicious flavor.	4,19
3	The portions of food offered at Karen's Diner Jakarta are just right.	3,85
4	The prices of food at Karen's Diner Jakarta are very affordable.	3,19
5	Karen's Diner Jakarta is located in a strategic location.	4,41
6	The ambiance at Karen's Diner Jakarta makes visitors feel comfortable.	3,65

Source: Data Analysis (2024)

According to the data presented in [Table 2](#), an examination of six key elements influencing customer experiences at Karen's Diner Jakarta reveals several noteworthy insights. Patrons regard the menu offerings at the restaurant as highly varied, which contributes significantly to their overall satisfaction. Furthermore, customers

unanimously agree that the dishes served boast delightful flavours and appropriate portion sizes. This aspect of the dining experience is critical, as it aligns with contemporary consumer expectations for both taste and quantity. In addition to the culinary aspects, the ambiance of Karen's Diner Jakarta has been positively evaluated by visitors, who feel comfortable and welcomed within its environment. The strategic location in South Jakarta enhances accessibility, making it convenient for diners to reach the restaurant.

When it comes to pricing, perceptions are mixed; while some patrons consider the prices to be somewhat high, others believe they are reasonably affordable. This variation in opinion highlights the subjective nature of value assessments in the dining experience. Overall, the six dimensions that contribute to customer experience are perceived positively by visitors, indicating a well-rounded offering at Karen's Diner Jakarta.

Effectiveness of Instagram and TikTok as Digital Marketing Tools at Karen's Diner Jakarta

The effectiveness of digital marketing can be defined as the capacity of mass media to promote offerings to current and potential customers. Through a descriptive analysis, it becomes apparent that the performance of Instagram and TikTok as marketing tools for Karen's Diner is relatively comparable. The average effectiveness score for Instagram is noted at 4.01, slightly exceeding TikTok's score of 3.99. This finding suggests that the majority of respondents express agreement with the statements related to each indicator of effectiveness. On both Instagram and TikTok, the parameters are ranked in descending order of importance as follows: Uniqueness of Content, Interest, Attention, Interesting Content, and Search. This hierarchy underscores the favorable perception of Karen's Diner's digital marketing content among consumers. Notably, the unique nature of the content on

both platforms resonates strongly with audiences, compelling them to express a genuine interest in visiting the diner directly.

Notably, the highest effectiveness scores were recorded for the uniqueness of content, indicating that the material produced by Karen's Diner on both Instagram and TikTok distinctly reflects the restaurant's character. This uniqueness is a key factor that attracts potential visitors, enhancing their interest in dining at the establishment.

Interestingly, the average scores for each parameter are generally higher on Instagram compared to TikTok, signifying that Instagram demonstrates a greater overall effectiveness as a digital marketing platform for Karen's Diner. This disparity underscores the importance of tailored content strategies on different platforms, as the preferences of the target audience can significantly influence marketing outcomes. In summary, both platforms serve as valuable tools for digital marketing, but Instagram's slightly superior effectiveness highlights its pivotal role in shaping customer perceptions and driving engagement for Karen's Diner Jakarta.

Table 3. Results of Descriptive Analysis of the Effectiveness of Instagram and TikTok at Karen's Diner Jakarta

N	Parameter	Average	
0			
1	Attention		
	Karen's Diner's social media account made me interested in visiting the restaurant.	Insta gram 4,13	Tikto k 4,08
2	Search		
	Information about prices and promotions on Karen's Diner's social media accounts is very complete and detailed.	3,52	3,54
3	Interest		
	Karen's Diner's social media accounts have a large following, so many visitors come to the restaurant because they are attracted to Karen's Diner's social media content.	4,13	4, 1 3
4	Uniqueness of Content		
	Karen's Diner's social media	4,15	4,

accounts show the uniqueness of the restaurant so that many visitors are interested in visiting the restaurant			1	3
5 Interesting content				
I like the content on Karen's Diner's social media accounts	4,13	4,	0	7
Average	4,012	3,	9	9

Source: Data Analysis (2024)

Results of the Paired Sample t-Test on the Effectiveness of Instagram and TikTok

Based on the data presented in Table 4, the output of the Paired Sample t-Test reveals that the significance value (2-tailed) is 0.775. Since this value exceeds the threshold of 0.05, we can conclude that there is no significant difference between the effectiveness of digital marketing conducted through Instagram and TikTok. This indicates that both platforms are comparably effective in their marketing capacities within the context of this study.

Table 4. Results of Paired Sample t-test Analysis

		Paired Differences						Sig. (2-tailed)
		95% Confidence Interval						
		Std. Error of the Difference						
		Mean						
		Standard Deviation						
Paired Samples	Mean	Std. Deviation	Mean	Lower Bound	Upper Bound	t		
Instagram - TikTok	.10	3.489	.34	-.792	.292	-.29	.775	

Source: Data Analysis (2024)

Discussion

Profile, Characteristics, and Visitor Experiences at Karen's Diner Jakarta

The demographic analysis provides a vivid portrait of the visitors to Karen's Diner Jakarta. A significant portion of the clientele falls within the youthful age range of 17 to

26 years, predominantly representing Generation Z. This cohort, born between 1996 and 2010, follows the Millennial generation (Gen Y) and has been raised in the digital age, profoundly influenced by the advent of the internet and social media. Many Gen Z individuals have pursued higher education, with a notable fraction entering the workforce around 2020. Stereotypically, this generation is often characterised as tech-savvy, socially conscious, and at times, socially isolated (Business Insider, 2019).

The pervasive engagement with technology among Gen Z has given rise to a phenomenon termed "Fear of Missing Out" (FOMO). This anxiety stems from a perceived pressure to remain current with trends and viral phenomena circulating on the internet. Consequently, many members of Generation Z are motivated to visit establishments like Karen's Diner Jakarta to experience what is deemed trendy. The demographic analysis confirms that the majority of visitors are young women, corroborated by previous research conducted by Wachyuni et al (2022) which indicated a higher female patronage compared to males. Additionally, a significant number of these visitors are employed, while the next largest group comprises students.

Regarding information sources, most visitors report using Instagram as their primary platform, although the percentages for TikTok users are closely comparable. Furthermore, examining visit frequency reveals that a substantial 67.6% of guests have visited Karen's Diner only once. This finding aligns with Wachyuni et al (2024) which reported that 80% of patrons were one-time visitors. This serves as compelling evidence of the heightened FOMO phenomenon among Gen Z, exacerbated by digital marketing efforts primarily through Instagram, followed by TikTok.

While the digital marketing strategies employed by Karen's Diner have proven effective in attracting visitors, the quality of the products and services provided is also positively perceived. The six experiential

elements: menu variety, taste, portion sizes, location, pricing, and atmosphere, are all rated highly. This is particularly significant because, according to Wachyuni et al (2021), perceived food quality is a critical determinant in consumers' purchasing decisions. The expectation is that by maintaining high standards, patrons will be inclined to plan return visits.

Effectiveness of Instagram and TikTok in Digital Marketing for Karen's Diner Jakarta

The results from the paired sample t-test indicate that there is no significant difference in the effectiveness of digital marketing through Instagram compared to TikTok. However, descriptive analysis shows that Instagram's effectiveness ratings slightly surpass those of TikTok across nearly all indicators of marketing effectiveness. Notably, TikTok excels in the 'search' category, providing more comprehensive product information. These findings resonate with earlier research by Wachyuni et al (2024), which highlighted Instagram as the primary information source for visitors to Karen's Diner.

This study's findings are further validated by Wachyuni et al (2021), who discovered that Instagram serves as a key reference point for food tourists seeking local restaurant information. Additionally, Edi et al (2022) corroborate these results, asserting that online promotional factors on Instagram significantly influence culinary purchasing decisions. Winarni (2021) supports this perspective, noting that advertising for culinary businesses on both Instagram and TikTok has been shown to impact consumers' decisions regarding local food products. Moreover, Instagram is increasingly recognised as a valuable information source for younger consumers when making various decisions, including travel destinations (Gumpo et al., 2020).

Both Instagram and TikTok offer unique features that can enhance user satisfaction in information retrieval. Each

platform exhibits a high level of effectiveness as digital marketing tools, suggesting that a strategic combination of both could yield even more impactful results. Leveraging the strengths of these platforms will enable Karen's Diner Jakarta to optimize its marketing strategies and better engage its target audience. Nevertheless, the findings affirm the remarkable effectiveness of digital marketing, especially via Instagram and TikTok, in today's marketing landscape. To deepen the analytical insights, subsequent studies could extend this inquiry by examining the role of alternative digital platforms as innovative instruments for digital marketing.

CONCLUSION

The findings of this research underscore the theoretical implications of digital media marketing, highlighting the effectiveness of platforms such as Instagram and TikTok in the contemporary digital landscape. Although no significant differences were observed in the effectiveness of the two platforms, both prove to be highly effective when utilized optimally. The theoretical contributions of this research underscore the pivotal role of digital marketing in influencing consumer decision-making, highlighting its growing relevance as a transformative force, particularly in the context of the restaurant sector. From a practical standpoint, this study offers valuable recommendations for entrepreneurs and business operators. Specifically, it suggests that leveraging Instagram and TikTok can significantly enhance brand awareness and effectively market products and services, including those in the restaurant industry. Enhancing the quality of content to be uploaded on Instagram and TikTok, with a focus on uniqueness, interest, attention, engaging content, and improving search visibility, will yield a more significant impact.

Given that Generation Z constitutes the largest segment of the current market and is

characterized by a strong reliance on digital engagement and a tendency towards "Fear of Missing Out" (FOMO), businesses must develop strategic digital promotion efforts that resonate with this demographic. To maximize impact, entrepreneurs are encouraged to focus on enhancing content uniqueness, improving content quality, ensuring comprehensive information availability, and expanding reach among social media users, particularly on Instagram and TikTok. By effectively integrating these strategies across both platforms, businesses can achieve a more profound and lasting influence in attracting and retaining customers in this highly competitive market.

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