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## VISUAL ANALYSIS ON A BALINESE KAMPUNG STYLE GASTRONOMY ATTRACTION: PERCEPTIONS OF INDONESIAN AND CHINESE YOUNGSTERS

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### Abstract

Visual perception plays a decisive role in how consumers interpret culinary identities, especially in gastronomy destinations that rely heavily on aesthetic cues. This study examines how Nasi Tekor, a Balinese kampung-style gastronomy attraction, is perceived through visual stimuli presented to millennials and Gen Z consumers from Indonesia and China who have never visited the venue. Using a qualitative visual analysis combined with semiotic interpretation, the research assesses how individuals decode curated images sourced from field observations and social media posts. Findings show that consumers' perceptual responses are strongly shaped by key visual cues, including banana-leaf plating, bamboo utensils, rustic wooden structures, woven crafts, and traditional attire. These elements are consistently processed as indicators of authenticity, nostalgia, and cultural rootedness, forming a brand image that aligns with heritage-based gastronomy. However, modern furniture and semi-modern design features create perceptual dissonance, leading some participants to interpret the visuals as inconsistent or less authentic. The results also highlight that visual perception on digital platforms influences not only emotional reactions but also functional judgments related to hygiene, comfort, and clarity of menu offerings. Overall, this study demonstrates that visual perception is central to shaping brand meaning, moreover, a coherent visual communication is essential for reinforcing Nasi Tekor's identity across both online and offline contexts.

**Keywords:** Visual Analysis, Brand Image, Perception, Gastronomy

### 1. INTRODUCTION

Gastronomy tourism is one of the tourism sectors with promising potential. The tourists, today, seek more than just the physiological fulfilment in food. They also craved insightful and enriching explorations of the cultural heritage related to the food (Tunjungsari & Koeswiryono, 2018). This tourism sector offers more than just food consumption but also covers the entire food-related journey, including visits to local markets, joining cooking classes, engaging with local chefs and local producers. Gastronomy tourism can also play a vital role for the destination in developing sustainable tourism, as it can advocate authenticity and the use of local produce. Statistically,

Southeast Asia is among the top three most popular gastronomy destinations. The rising interest is due to the growing interest in exploring local and authentic food that have new nuances (Straits Research, 2024). The Indonesian Ministry of Tourism and has also made gastronomy tourism as one of its priorities by implementing a gastro-diplomacy program to promote Indonesian tourism. Bali, as the epicentre of Indonesian tourism, is no exception. The gastronomy tourism in Bali is, among other cities, promoting Denpasar as the city with many culinary heritages.

According to Denpasar city's official website, among several gastronomy destinations that are promoted, Nasi Tekor is one the gastronomy destinations in Denpasar that offers Old Balinese "Kampung" (Village) Style. This eatery has just started its business approximately ten years ago, but in 2024, it has been regarded as a legendary culinary destination in Denpasar, together with other legendary places such as Warung Mak Beng and Warung Men Weti that have been passed down from generations. Although the "kampung" style concept has not been going through decades of journey, the owner himself has been selling Nasi Tekor for far longer than those seven years. However, not until the utilization of social media for promotion that Nasi Tekor became a brand known widely as it is at present. Nasi Tekor is one of the examples of how social media can really impact the development of a brand. The owner claims that their promotional media is only from social media. The power of social media is undoubtedly enormous in creating a brand image and influencing consumer behaviour (Artha & Piartrini, 2025; Narayana & Rahanatha, 2020). These effects are most likely influenced by the social media ability to build engagement between the brand and the consumer (Wahyu Artha Kusuma et al., 2024). Research demonstrates that a strategic use of visuals can enhance consumer engagement, trust, and emotional connection, which are essential for brand image formation (Basir Ahmad Ayoubi & Sadiqi, 2024; Karpenka et al., 2021). Moreover, the visual complexity of the images used in social media marketing can also improve the consumer perception towards the brand (Zhao, 2023).

Recognizing the significance of visual elements in shaping consumer perception of a brand, this research aims to investigate qualitatively how consumers react when exposed to different visuals from the same brand. The objectives of the study are to identify key visual signifiers embedded in the Balinese kampung-style traditional eatery and to analyse how these visual cues influence brand perception dimensions, such as authenticity, trust, attractiveness, and cultural cues. Nasi Tekor is used as a case study since this brand has experienced a positive effect of social media marketing. The brand also applies interesting and thematic visual content on its Instagram to develop a framing of classical old Balinese village vibes.

## **2. LITERATURE REVIEW**

### **2.1 Branding and Emotional Connection**

Branding in the tourism industry is not merely a marketing tool. It is a strategic process of identity construction that shapes consumer expectations and emotional engagement. Branding can be defined as the act of endowing products and services with the power of a brand, enabling differentiation and consumer preference (Kotler & Keller, 2016). In a culturally rich hospitality business, branding often involves storytelling, sensory cues, and symbolic elements that can catch the audience's attention, induce empathy, and create emotional attachment (Peres, 2023). Moreover, the cultural narratives are able to eminently build trust and emotional resonance, especially in micro-entrepreneurial contexts (Arhasy & Romdoni, 2025).

## **2.2 Brand Image, Perception, Symbolism, and Experience**

Brand image is the mental representation of a brand in the mind of the consumer that is influenced by direct experience with the brand, symbolic brand elements, and mediated brand communication. It is formed by sensory information, experiences, and symbolic association stored in memory that consumers retrieve when interacting with the brand, thus shaping the consumer perception and behavioral intentions (Gavilan & Avello, 2020). Brand image consists of associations in consumer memory that range from functional attributes to emotional and symbolic meanings (Heding et al., 2009). Study shows that brand image, brand identification, and brand love significantly influence loyalty in hospitality, especially mediated by customer value co-creation (Wu, 2025).

## **2.3 Visual Perception on Consumer Behaviour**

Perception theory in consumer behaviour explores how individuals select, organize, and interpret sensory information to form a meaningful understanding that influences their buying decisions. This perceptual process involves three key stages. The first one is selection, where consumers focus on specific stimuli while ignoring others. The second one is organization, which entails arranging sensory input into coherent patterns. The third one is interpretation, through which consumers assign meaning based on their prior knowledge, experiences, and current needs (Schiffman & Wisenblit, 2019; Solomon, 2018). These stages can be seen as critical, as they shape consumer's attitudes and responses toward products and brands. It shows the importance of perception as a dynamic cognitive process deeply intertwined with personal and contextual factors impacting consumer behaviour. Visual perception plays a vital role in how consumers decode visual marketing stimuli. In social media marketing, it can influence how users process and respond to visual contents such as images and videos. Research indicates that visual aesthetics in social media, including the visual presentations strategies of influencers and micro-celebrities, significantly drive consumer engagement and commerce intention (Yang et al., 2021). Moreover, visual media marketing positively affects the consumer's purchase intentions by fostering brand engagement and shaping favourable attitudes towards products and brands (Waldi et al., 2024). These visual cues leverage the dominance of imagery over text in social networks, making them essential for capturing attention, enhancing brand perception, and motivating consumer actions on digital platforms.

## **2.4 Semiotics to Decode Visual Meaning**

Semiotics is the study of signs and symbols. It offers a powerful framework for analysing how brand image is visually and culturally constructed. Roland Barthes explained that the signs carry two levels of meaning systems, the denotative and connotative. The first level is denotative, which is the explicit meaning of signs. The second one is connotative that involves association with culturally derived meanings (Sobur, 2013). Semiotics involve in interpreting signs in relation to codes and conventions within social and cultural contexts (Chandler, 2022). In the analysis of Nasi Tekor brand image through visual cues, semiotic analysis helps to decode how consumers perceive the "kampung" style visual cues and investigate whether the visual signs communicate authenticity, nostalgia, and cultural rootedness. Applying semiotics allows the uncovering of how informants perceive the Nasi Tekor brand image, not just through functional attributes, but also through symbolic meanings embedded in its visual presentation.

## **2.5 The Digital Visual Representation of Traditional Gastronomy Attraction**

The existing literatures shows that social media strongly shaped the brand image of food-based attractions in Indonesia. However, the studies still rarely focus on small local eateries, especially in Bali, instead exploring on national or regional gastronomy campaigns related to broader culinary narratives. Visual images of traditional food on Instagram are used by tourism bodies to promote authenticity, gastronomic tourism, and destination competitiveness, with food framed as a central attraction rather than as a supporting element (Amalia et al., 2024; Putra et al., 2023; Wan Farah Wani Wan Fakhruddin & Muhammad Arfin Muhammad Salim, 2023). Visual complexity and aesthetics on Instagram significantly influence destination and culinary attraction images for millennials and Gen Z users (Syahputra et al., 2022). It shows that rich and composed visuals can enhance perceived destination quality and choice. Nevertheless, several gaps remain for understanding local eatery brand image formation in Bali. In the highly competitive Bali's tourism-driven market, the specific branding process of local F&B MSMEs are still underexplored. Visual research has examined the impact of food photography on purchase intention, gastronomic aesthetics across digital media, and logo or visual identity strategies in coffee shops and street vendors (Pratiwi, 2021; Purnamasari & Affandi, 2025; Saqufa et al., 2022), but these visual elements evolving brand image perception of individual traditional rustic eateries in a cross-cultural context, namely between Indonesian youngsters and Chinese as an emerging market for Bali tourism.

## **3. RESEARCH METHODS**

This research applied the qualitative approach by utilizing the visual analysis, which was chosen to correspond to the purpose of the research to find out what emotions from the consumer are being evoked by different visual content. The research used primary data and secondary data. The primary data were collected from the interviews and observations. The interviews were conducted to consumers from the Indonesian and Chinese millennials and gen Z, as these two age groups are most likely to engage more in social media activities. The informants are those who have never been to Nasi Tekor before, to see the perception of consumers when exposed to the visuals alone and not the live situation at the eatery. The observations were done to the activities in Nasi Tekor, from both the seller and consumer, and also observations on the emotions shown by the informants. The secondary data were other supporting documents, such as journals and media-release. The visuals that were being used for this research were a combination of photos taken by the researcher by considering different kinds of nuances and images from Nasi Tekor's Instagram post. The visual data were shown to the informants during the in-depth interview in sequences of six sections. The data were processed qualitatively with the steps of data reduction and codification according to the themes. Then, the data were analysed based on the concept of branding, brand image, and applying the semiotic analyses.

## **4. FINDINGS AND DISCUSSION**

### **4.1 Nasi Tekor as a Culinary and Gastronomy Attraction**

Nasi Tekor represents a distinctive culinary and cultural experience in Denpasar, a bustling city in the heart of Bali province. This place integrates traditional gastronomy that highlights heritage-based hospitality. Established approximately a decade ago by Pande Nyoman Darta, a 75 years old Balinese entrepreneur, the business evolved from a modest street vendor selling Nasi Campur (Balinese mixed rice dishes) into an authentic

Balinese eatery (Warung) in Denpasar that is dedicated to serving Nasi Tekor. (interviewed, November 2025).

The essential feature of this culinary concept lies in the tekor, a traditional Balinese “plate” crafted from a cone-shaped banana leaf. Within this tekor, the rice is accompanied by an assortment of Balinese side dishes that consist of chicken, vegetables, satay, crispy fried eggs, fried shredded coconut, sambal (chilli sauce), and a small bowl of soup. Nasi Tekor creating not only a gastronomic offering but also a symbolic representation of cultural philosophy. According to the founder, the tekor embodies the metaphor of the mother’s womb. This is serving as a reminder of filial respect for ibu (mother) and Ibu Pertiwi (Mother Nature). This philosophy is operationalized through the exclusive use of locally sourced ingredients, reinforcing principles of sustainability and community-based food system. (interviewed, November 2025).

The spatial design of the warung further amplifies the experiential dimension of Nasi Tekor. The dining area was intentionally arranged to resemble a traditional Balinese kitchen, surrounded by lush greenery that evokes a sense of rural authenticity. The presence of freely roaming roosters and hens contributes to the immersive atmosphere, blurring the boundaries between culinary consumption and cultural heritage. Thus, Nasi Tekor functions not merely as a site of food service but as a living embodiment of Balinese identity, memory, and ecological consciousness. Though, currently there is a development of dining area next to the original warung with a more spacious and modern vibe, the decorations that are being implemented still carry the nuance of bamboo and wood. This can be seen as an effort to provide a comfortable area yet remain a synchronous theme with the original old village vibe. (observation, November 2025).

Positioned within the broader discourse of gastronomy tourism, Nasi Tekor exemplifies how local culinary practices can be transformed into destination experiences. Its emphasis on traditional aesthetics, symbolic philosophy, and sustainable sourcing situates it as a model of heritage-based gastronomy that appeals to both domestic and international visitors seeking authenticity in culinary tourism.

#### **4.2 The Initial Reaction to Visuals**

This is the first section of the interview with one image was shown to the informants prior to the interview. The picture (Picture 1) received varied reactions from the informants. Some put their interest in the old structure first, but other saw the lush green surrounding as the focal points. The immediate recognition of kampung-style cues in the old structure and lush greenery supports Kotler & Keller (2016) view that branding is about creating distinct identity markers. Nasi Tekor’s rustic visuals act as brand signals that differentiate it from urban competitors in Denpasar. Brand image is built through association in consumer memory. The bamboo roofs, wooden huts, and greenery were not just functional features but symbolic cues of authenticity and heritage, reinforcing cultural pride and nostalgia, just as being expressed by an informant from Pematangsiantar – Indonesia that said:

“I feel kind of nostalgic, because the building is old-fashioned, I think it's built in 1960s something. I come from a city, my grandma also lives in old-fashioned house, but not like this. But it still makes me feel nostalgic”. (interviewed, November 2025).

The initial reactions reveal that the informants’ semiotic reading highlight how rustic visuals communicate cultural heritage and foster emotional bonds. This show how

the visual has potential to position Nasi Tekor as a kampung style alternative in modern food scene in Denpasar.



**Figure 1.** The Front Entrance of Nasi Tekor  
Source: Researchers (2025)

#### **4.3 Further Interpretation of Visual Signs**

In this second section, the informants were exposed to more images of Nasi Tekor, starts from the visual of Nasi Tekor serving style, then the dining area, and the old Balinese kitchen area (Picture 2). In this second section, the informants recognized two different themes. The first one is traditional and heritage themes from the banana leaves, bamboo, wood, and straw. These materials were read as markers of Balinese heritage, kampung vibes, local craftsmanship, and authenticity, as being expressed by the informant, “I think it represents Balinese traditional... I don't know, maybe, because some of the traditional Indonesian restaurants also use the bamboo and with the banana leaves. The bamboo gives more traditional vibes” (interview, November 2025). The informants highlighted specific objects such as bamboo, hats, mortars, anglo, and woven lamps, as cultural signs. These were interpreted as codes of authenticity, community, and tradition. The emotional resonance was strong with the visuals that evoked grandmother's kitchen, village routines, and cultural pride.

The second theme that come out from the more modern dining area is as being said by an informant from Yogyakarta - Indonesia as “Traditional with a modern touch. An eatery that sells traditional menus but presenting a homier and cozy atmosphere.” (interviewed, November 2025). The rustic serving styles paired with cozy and homey nuance were interpreted as away to make heritage dining accessible to contemporary audiences. Some other keywords that also came in this section were peaceful, warm, humble, and friendly. It shows that informants perceived the visuals as emotionally inviting, reinforcing brand's image as a kampung-style and community-oriented space. Informants' recognition of modern-traditional blends supports (Kotler & Keller, 2016) view that branding should balance differentiation with relevance. By combining kampung-style aesthetic with cozy, accessible atmosphere, Nasi Tekor can appeal to both nostalgic locals and modern urban consumers.



**Figure 2.** The Food Presentation and The Ambience of Nasi Tekor  
Source: Researchers (2025)

#### 4.4 Brand Personality and Identity

The third section was aimed to study about the brand personality and identity that came to the mind of informants. The old kitchen area and the modern dining area shown to see if there any contrasts in interpreting the brand personality and identity in both settings. The findings show that there were contrasting images that appear from the two visual themes. The informants were asked to imagine that the visual from the old kitchen (picture 3) was a person, then what kind of person would it be. The keywords that came out were around laid back, peaceful, ease, someone who loves nature and slow-paced life. Just as an informant from China said “Relatively steady and calm, non-controversial, living in seclusion in the mountains, detached from worldly affairs, adhering to tradition, simple, close to nature. Many items are handmade, traditional but with a sense of life, and embracing a slow-paced lifestyle”. (interviewed, November 2025).



**Figure 3.** The Atmosphere of Nasi Tekor  
Source: Researchers (2025)

The second image (picture 4) was a sign with some Indonesian writings that can be roughly translated as “Rice Seller, Dishes of the Past, Taste of the Present, Culinary of the Future” accompanied with the three original menus of the warung. In the image, this signage is put behind a small traditional offering platform from wood. Some of the informants more attracted to the writing, but some others were more interested in the offering platform. This visual then interestingly interpreted by some of the informants as if the food is sacred. Just as two of the informants said:

It's like the food here was usually served for Gods...but maybe they modify it...and now we can eat it. Because I see a place for offering there. (interviewed, November 2025).

It looks like a place for a sacrificial ceremony. There is a note on the bamboo woven item, wooden utensils and table settings below, a wall clock, a wooden frame, and red brick stacked walls, suggesting a relatively simple ceremonial environment. (Interviewed, November 2025).

This shows that the selection process can be varied and that can lead to a whole different set of interpretations of the visual. While the ones who put their attention into the objects were driven to see the folk tradition as the cultural narrative, the ones who select the words were more into the heritage of Balinese food itself as something transient over generations. Either one gives emotional resonance to the brand Nasi Tekor with the emphasis on symbolic storytelling.



**Figure 4.** The Three Original Menu Sign of Nasi Tekor  
Source: Researchers (2025)

The third image (Picture 5) show the modern dining area with some traditional objects in it. Some informants chose to pay attention to the tables, chairs, and flooring instead of the traditional objects and said that the vibe is different from two prior images. The third image were said to have a more modern vibe, like being said by an informant “It gives the vibes of modern, even though I can see wooden things, It looks like it's only a coincidence.” (interviewed, November 2025). Another informant responded as a mix identity, just as the comment said “Mixed, some villages: because most of the tools that are seen use traditional materials and modern ones in terms of flooring.” (interviewed, November 2025). From these visuals, it is found that there is a possibility of contradictory identities that being expressed by Nasi Tekor. One is very traditional dan rural, the other on is more a modern vibe.



**Figure 5.** Traditional Ornaments and Dining Area Ambience of Nasi Tekor  
Source: Researchers (2025)

#### 4.5 Brand Differentiation and Appeal

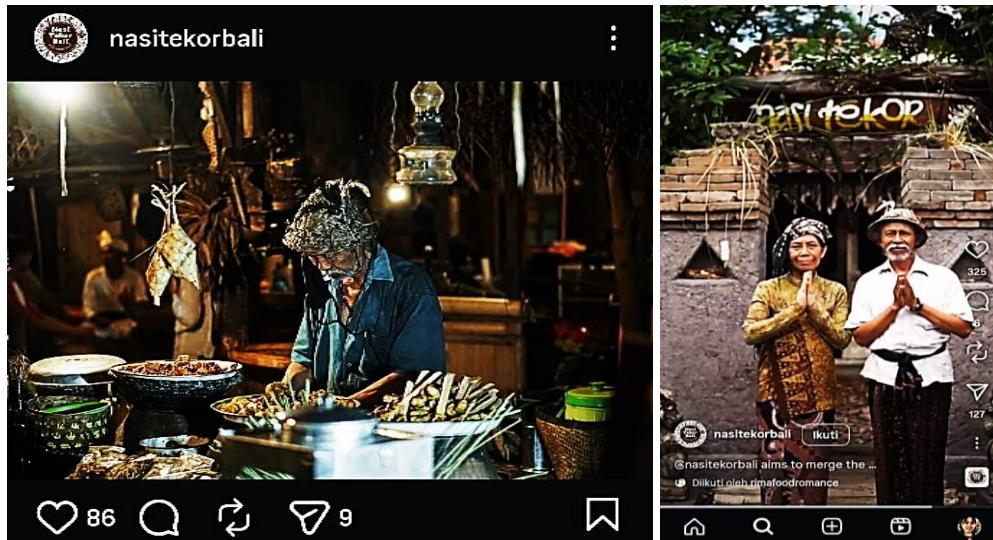
This section was designed to assess the uniqueness and consumer appeal on the brand Nasi Tekor. In this section there were three pictures. The first one is the Front Entrance of modern dining area with the signange Nasi Tekor (Picture 6). The second one is the image of the owner of Nasi Tekor (the grandpa) preparing food (Picture 7). The third one is the image of the old founders couple (Granpa and Grandma) give greeting in front of a rustic gate with the sign Nasi Tekor (Picture 8). In this section, several informants noted that while the brand emphasizes tradition, it also integrates modern comfort and aesthetic, making it accessible to younger audiences, and social media users. When being shown Picture 6, Some of them also mentioned that the one thing that can make the brand stand out is not the building but the name Nasi Tekor. For these informants the word Tekor is very interesting. As an informant emphasized that “because maybe I want to know what kind of food they are selling. If it is only the building, I would think maybe it sells Indonesian food. But with the sign I will be more interested because I'm not familiar with the word Nasi Tekor”.

The finding in this section also showed that the appeal of a “Grandpa” (Picture 9) is quite significant. As a cultural storytelling, the presence of grandparents in traditional attire while cooking or preparing food in traditional kitchen were interpreted as nostalgic, even for a foreigner. As Chinese informant expressed, “yes, because this photo reminds me of my grandparents at home, it feels close to nature, and I also want to try the food.”. Another informant also said that the food made by grandparents were usually good, so this becomes a pulling factor to try the food. However, not all foreigner see the cultural significance or the nostalgia in the picture, some felt worry about the safety and hygiene of the food, since the place looked dimmed and the appearance of the Granpa was seen as unsanitary.

The differentiation shown in the pictures of section four showed how brand image as emotional and symbolic appeal is built through association in consumer memory. If the nostalgia and cultural pride are the dominant associations, it can be an appeal across generation. On the contrary, when the audience has little or no association with any of the cultural objects in the image, the expected emotional connection will be limited, instead the audience could shift to a more functional meaning such as sanitary and hygiene.



**Figure 6.** The Signboard of Nasi Tekor at The Front of The Dining Area of Nasi Tekor  
Source: Researchers (2025)



**Figure 7.** Owner of Nasi Tekor in a Social Media Post  
Source: Nasi Tekor Instagram Account (2025)

#### 4.6 Social Media and Digital Representation

This section showed one image of a server holding a bamboo tray with several Nasi Tekor on it (Picture 9). Once again, the reactions to the image were divided into two sides. While most informants found the visual inviting, like this quote “I want to visit, because it is interesting and unique, makes me curious.” (interviewed, November 2025), a few expressed hesitations about cleanliness, food safety, and modern comfort. This shows that traditional aesthetics may also raise concerns among certain audiences, especially when the visuals appear on social media without any proper explanations. This also suggests that the information on product functionality is very important, other than just extending emotional appeal. Some rustic aesthetics may raise questions in digital contexts, as can be seen from these quotes:

I would be somewhat resistant and would wonder if the leaves were cleaned properly, and whether this food would suit my taste. (interviewed, November 2025).

Quite special, but I wouldn't want to eat it. (interviewed, November 2025).

No. I don't really know what kind of place it is, what food they have, how comfortable it is, and there's nothing that really attracts me. (interviewed, November 2025).

As Kotler and Keller (2016) argue that branding must adapt across platforms, the brand should also realize that the audience may also be very varied. The proper use of hashtags may also be helpful for brand's visuals to find the right audiences. The informants consistently noted that Nasi Tekor's media images highlight banana leaves, bamboo trays, kebaya attire, and kampung-style serving. These visuals were interpreted as authentic and heritage-driven. Some hashtags that were recommended by the informants include, among others, #nostalgia #localfood #kulinerbali #tradisionalfood #affordablefood. The affordability is also an interesting finding. From the visual alone, some informants can interpret the value for money aspects of Nasi Tekor, which fall into the category of the functionality of the product, making it appealing to audiences who value authenticity without high cost. This section also gave an insight on how hospitality branding should balance between cultural narratives and contemporary expectations.



**Figure 8.** Traditional Serving of Nasi Tekor  
Source: Nasi Tekor Instagram Account (2025)

#### 4.7 Closing and Reflection

This is the last section where the informants were asked about the overall brand image of Nasi Tekor and if there were any missing or unclear messages from the visuals. There are several themes appearing from the answers, such as traditional heritage and old recipe, blend of tradition and modernity (contradiction), warmth and nostalgia, and also a need for clearer brand communication. The keyword that appeared the most was traditional heritage related to old recipes. Informants emphasize that Nasi Tekor represents traditional food prepared with old recipes. It is often linked to grandparent's cooking and generational continuity. However, some informants noted contradictions in the visual, like these quotes:

If you look at the building images above, there are building elements that combine traditional and semi-modern styles, which can make the brand message feel less consistent. If the brand's purpose is to display a traditional and nostalgic feel, then it is better to maintain consistency in the visuals and design elements used. (interviewed, November 2025).

For me, the dining table make it looks less traditional. The banana leaves and the way they serve the food looks very old, but the dining tables and chairs, the modern ones, make it look less traditional than it supposed to be. (interviewed, November 2025).

Some informants also mentioned the needs for a clearer brand communication. Some informants felt that the menu and brand explanation were unclear. They suggested more focus on food visuals and storytelling to clarify what "Nasi Tekor" actually is. This can include the explanation about what is inside the Nasi Tekor, what the ingredients are, how the food preparation is, etc. Other informants also notice that the visual relying on rural elements without clear logo or brand marker may weaken long-term recognition. This is in line with Kotler and Keller (2016) explanation that branding must be clear and differentiated. The call from the informants for more explicit food visuals and menu explanation shows that Nasi Tekor must strengthen brand communication, ensuring audiences understand its culinary offerings alongside its heritage image.

## 5. CONCLUSION

This study demonstrates that the brand image of Nasi Tekor is constructed through a rich interplay of visual cues, semiotic meanings, and emotional associations. Informants consistently interpreted bamboo packaging, banana leaves, kampung-style architecture, and traditional attire as symbols of authenticity, nostalgia, and cultural pride. It is positioning the brand as a heritage storyteller rather than merely a dining establishment. Across all six sections of analysis, the findings reveal that the identity of Nasi Tekor is deeply tied to kampung aesthetics and generational continuity, evoking warmth, simplicity, and emotional resonance.

At the same time, the research highlights important contradictions and challenges. While rustic visuals strongly communicate tradition, the presence of modern furniture and semi-modern design elements occasionally diluted the authenticity message. Informants also noted the need for clearer communication of the menu and stronger visual consistency, including recognizable brand markers, to ensure long-term recognition in both offline and digital contexts. These insights underscore the importance of balancing heritage authenticity with modern brand clarity.

Ultimately, the differentiation for Nasi Tekor lies in its ability to blend traditional storytelling with contemporary accessibility, appealing to diverse audiences ranging from nostalgic locals to curious tourists and younger generations seeking cultural experiences. By leveraging semiotic cues and emotional resonance, the brand fosters loyalty through repeat visits, word-of-mouth advocacy, and digital engagement. It is hoped that this research contributes to the broader discourse on hospitality branding by showing how visual semiotics can be strategically employed to preserve cultural heritage while sustaining relevance in modern markets.

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