

## **Word-of-Mouth for Traditional Cuisine: A Brand Identity of *Cucur Endolita Barokah* Cakes**

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### **Keywords**

Word of Mouth; SMEs; Strategy; Traditional Cuisine; Cucur Cake.

### **ABSTRACT**

Word of mouth regarding traditional cuisine is an effective marketing strategy for introducing a business brand to potential customers, as it originates from consumers who share their firsthand experiences of trying the product. Recommendations based on personal experience are considered more trustworthy and authentic than digital advertisements. The purpose of this study is to examine the word-of-mouth process at the Kue Cucur Endolita Barokah SME in building brand identity. The research method employed a descriptive qualitative approach through in-depth interviews with the business owner, resellers, customers, and consumers to examine the word-of-mouth processes and strategies in shaping the brand identity of Kue Cucur Endolita Barokah. The results of the study indicate that word of mouth has proven highly effective in building the brand identity of Kue Cucur Endolita Barokah through the implementation of five interrelated elements of word of mouth, namely: credible talkers, such as resellers, customers, and family members; topics of discussion that focus on texture, taste, and authentic palm sugar (gula aren) as the main ingredient; tools of communication that include direct interaction and WhatsApp; taking part, which involves direct communication and WhatsApp interactions with quick responses and friendly service; and tracking, that is, relationship management through the maintenance of good connections with consumers. Furthermore, the role of word of mouth extends beyond being merely a promotional tool; it also serves to strengthen brand image and affirm the authenticity of the product.

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### **INTRODUCTION**

Word of mouth regarding traditional cuisine is an effective marketing strategy for introducing a business brand to potential customers, as it originates from consumers who share their firsthand experiences of trying the product. Recommendations based on personal experience are considered more trustworthy and authentic than digital advertisements. The purpose of this study is to examine the word-of-mouth process at the *Kue Cucur Endolita Barokah* SME in building brand identity (Khairunnisa, 2020; Muslihah & Rohman, 2024; Senorvitz, 2012).. The research method employed a descriptive qualitative approach through in-depth interviews with the business owner, resellers, customers, and consumers to examine the word-of-mouth processes and strategies in shaping the brand identity of *Kue Cucur Endolita Barokah* (Balkhi, 2024; Lestari et al., 2024; Siregar et al., 2022). The results of the study indicate that word of

mouth has proven highly effective in building the brand identity of *Kue Cucur Endolita Barokah* through the implementation of five interrelated elements of word of mouth, namely: credible *talkers*, such as resellers, customers, and family members; *topics* of discussion that focus on texture, taste, and authentic palm sugar (*gula aren*) as the main ingredient; *tools* of communication that include direct interaction and WhatsApp; *taking part*, which involves direct communication and WhatsApp interactions with quick responses and friendly service; and *tracking*, that is, relationship management through the maintenance of good connections with consumers. Furthermore, the role of word of mouth extends beyond being merely a promotional tool; it also serves to strengthen brand image and affirm the authenticity of the product (Ahdah, 2015; Marvelyn, 2020).

## **METHOD**

This study employed a descriptive qualitative approach. The researcher chose this method in order to gain a deep understanding of and provide a detailed description of how traditional culinary word-of-mouth influences the brand identity of Kue Cuhcur Endondolita Barokah. According to (Sugiono, 2019) Qualitative research is used to study the natural conditions of the subject, in which the researcher serves as the key instrument. The researcher chose this method with the aim of gaining a deep understanding of the subject of the phenomenon through the collection of descriptive data in the form of words and language. This includes consumers' perceptions of the brand and how word-of-mouth communication promotes and shapes the brand's identity in the eyes of consumers regarding Endolita Barokah cuhcur cakes as a means of cultural preservation as well as marketing for traditional culinary SMEs.

The data sources in this study consist of two types: primary data and secondary data. According to the opinion of Sugiono (2019) Primary sources are data sources that provide data directly to the data collector, while secondary sources are those that do not provide data directly to the data collector, for example, through other people or through documents. Primary data in this study was collected through three methods: interviews, participant observation, and documentation. (1) In-depth interviews with business owners, consumers who purchase the product, and customers who have repeatedly purchased the product and recommended it. (2) Participatory observation was conducted by observing marketing activities, interactions between sellers and buyers, and the word-of-mouth process, both directly and indirectly. (3) Related documentation in the form of product photos and consumer testimonials regarding Kue Cuhcur Endolita Barokah.

The interview phase involved gathering accurate data from key informants, namely Mrs. Tatin, the owner of Kue Cuhcur Endolita Barokah, as well as supporting informants, including customers, resellers, and consumers involved in the business. This study focuses on the process, role, and forms of word-of-mouth in shaping and strengthening the brand identity of Kue Cuhcur Endolita Barokah, a traditional culinary specialty in Kuningan Regency.

The research site for the Endolita Barokah Cuhcur Cake MSME is located on Jalan Olahraga, Kondang Neighborhood, RT.07, RW.02, Cipari Village, Cigugur Subdistrict,

Kuningan Regency. The research stages included observation, interviews, data collection, data analysis, and the report-writing process. The data obtained was analyzed using the Miles and Huberman model, which involves the stages of data reduction, data presentation, and drawing conclusions (Sugiono, 2019).

The validity of the data in this study was reinforced through source and method triangulation as a means of validating the research data, whereby the researcher did not rely on a single data source but compared information from various informants such as business owners, customers, and consumers who had purchased the product by combining interviews, documentation, and a literature review referencing Word-of-Mouth theory, and comparing the results. from various informants, such as business owners, customers, and consumers who have purchased the product, by combining interviews, documentation, and a literature review referencing Word of Mouth theory and comparing the results of interviews and observations.

## **RESULT AND DISCUSSION**

### **Research Results**

*Kue Cucur Endolita Barokah* is a micro, small, and medium-sized enterprise (MSME) in the traditional food sector that was established in 2021 by Tatin Suhartini, the producer of *Kue Cucur Endolita Barokah*. The MSME is located in the Kuningan region of West Java. Based on the results of research involving interviews with the owner of *Kue Cucur Endolita Barokah*, as well as resellers, customers, and consumers, the following findings were obtained.

#### **The Role of Word of Mouth in the Brand Identity of *Cucur Endolita Barokah* Cakes**

Word of mouth is a strategic promotional tool for MSMEs, especially in the traditional culinary sector. This is because word-of-mouth promotion does not require significant costs; it relies solely on communication from customers who share their personal experiences and their satisfaction with the products with their close friends and family. It was found that word of mouth plays a very important and effective role in building the brand identity of the *Cucur Endolita Barokah* MSME. This is because several customers who purchased the product did so based on recommendations from their close friends and family.

This is reinforced by the business owner's statement: "I like to ask customers where they heard about *Kue Cucur Endolita*. It turns out they learned about it through recommendations from relatives, friends, and customers who had previously purchased it." This demonstrates the role of word of mouth in the brand identity of *Kue Cucur Endolita Barokah*. Based on the research findings, it was discovered that the brand identity of *Kue Cucur Endolita* is recognized through several key points, including the following.

1. ***Kue Cucur Endolita Barokah* has a distinctive and consistent flavor.**

The business owner is consistent in maintaining the flavor of her *cucur* cakes, as this defines the product's image and uniqueness. A distinctive feature of this product is its rich, sweet taste derived from authentic palm sugar (*gula aren*). Additionally, the business owner's commitment to the product's flavor aims to build trust among both existing and new customers, ensuring they are not disappointed by the taste of the product they have tried. This context is further reinforced by the opinions of the sources, who state that the taste of the *cucur* cake aligns with the brand name *Endolita*, which means "delicious and delightful on the tongue." Furthermore, customers of *Kue Cucur Endolita Barokah* say the same thing: "It tastes good; *endol* lives up to its brand name, *Endolita*." Thanks to the product's consistent taste, it has become the main point that buyers of *Kue Cucur Endolita Barokah* always discuss with others.

2. **The unique texture and shape of the *cucur***

*Kue Cucur Endolita Barokah* has a texture and shape that differ from those of typical *cucur* cakes; specifically, this product is crispy on the outside but melts in the mouth on the inside. Furthermore, the outer shape of the cake blooms like a flower. These unique characteristics set *Kue Cucur Endolita Barokah* apart from others. As one reseller of *Kue Cucur Endolita Barokah* noted, "It's crispy on the outside but melts inside, and the taste is different. The shape is also different from typical *cucur*."

The interview results revealed that highlighting a product when introducing it to potential customers makes it easier to remember and leads to positive outcomes, such as the product attracting attention and being easily recognizable. Word-of-mouth marketing makes it easier to promote the product; a recommendation from a trusted individual can have a positive impact on the *cucur* cake and further strengthen the product's identity and distinctive characteristics.

3. **Using authentic palm sugar**

The business owner chooses authentic palm sugar (*gula aren*) as the main ingredient in her *cucur* cakes to create a more delicious flavor that stands out from other *cucur* cakes. She uses authentic palm sugar because its unique taste and aroma give *Kue Cucur Endolita Barokah* a distinctive, easily recognizable sweetness. This is echoed by loyal customers of *Kue Cucur Endolita Barokah*, who say, "It's different from the others because *Endolita's cucur* is made with palm sugar, while other *cucur* cakes use white sugar. So it's different. The taste is just different. It's just tastier."

The results of the study revealed that the business owner's claims were accurate: by using authentic palm sugar as the main ingredient, the *Kue Cucur Endolita Barokah* achieves a taste that is more delicious and distinct from that of other *cucur* cakes.

#### 4. **The brand name is easy to remember.**

In any business, a brand name serves as the primary identity required before operations begin; therefore, it is essential to highlight something that sets the business apart from competitors, as the brand represents the identity of a product. The name *Endolita Barokah* has proven effective in establishing brand identity. This context aligns with the results of interviews with new customers of *Kue Cucur Endolita Barokah*, who stated that "when I first heard it, the brand name '*Kue Cucur Endolita Barokah*' was very appealing; it gave the impression of a *cucur* cake that is addictive to eat and makes you want to buy it."

The results of the interviews revealed that an appealing and easy-to-pronounce brand name is more memorable, and when combined with the product's distinctive taste, it helps a business stay competitive in the market.

Brand identity is a crucial element for any business, as a brand not only distinguishes one business from another but also represents the authenticity and distinctiveness of a business. This is especially true in the traditional culinary sector, where brand identity significantly influences both the business and its products. Therefore, it must be designed to be as appealing as possible so that it is easily remembered and recognized by potential customers. Based on these findings, a clear and memorable brand identity can help potential buyers easily recognize the uniqueness of the product and its flavor.

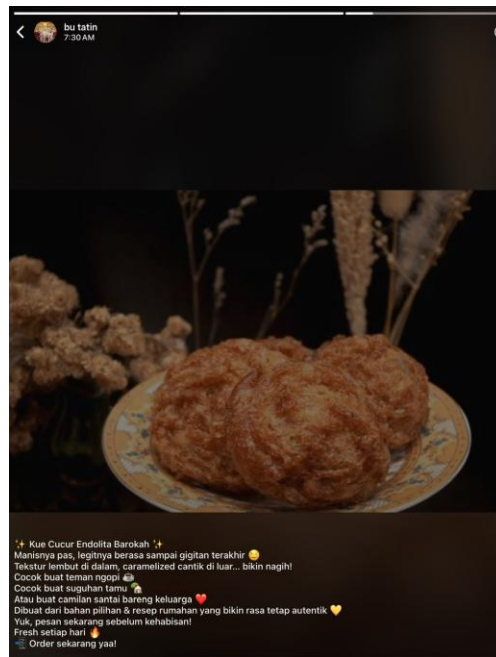
#### **The Role of Word of Mouth in Shaping the Brand Identity of *Cucur Endolita Barokah* Cakes**

Every word-of-mouth process requires dissemination methods, such as organic word of mouth and amplified word of mouth, including the following.

1. **Organic word of mouth** refers to word of mouth that occurs naturally and is beyond the business owner's control. Organic word of mouth typically arises from a customer's satisfaction with a product, leading them to naturally want to share that satisfaction with others, which ultimately attracts others to try the product. In the case of the *Cucur Endolita Barokah* cake MSME, people learn about the product from those in their immediate circle, such as family and friends, based on their own experiences and satisfaction with the product.

The study revealed that organic word of mouth occurs when someone is interested and curious to try a product. A new customer said: "I first heard about *Endolita Barokah cucur* cake from Lena Susana. At the time, Mrs. Lena brought this *cucur* cake to a family gathering, and when I tried it, the taste was different from the usual *cucur* cake." This reveals that recommendations from close acquaintances significantly influence a person's decision to try and become interested in a product.

2. **Amplified word of mouth** refers to word-of-mouth marketing initiated by business owners and specifically designed to promote their products, with the goal of increasing brand and product recognition. In this case, the business owner achieves this by bringing *cucur* cakes to family and organizational events and by sharing them via WhatsApp through personal status updates or by posting in organizational or family groups.



**Figure 1.** Promotions via WhatsApp status  
Source: Business Owner

These two processes complement each other: organic word of mouth provides effective credibility because it stems from personal experience, while amplified word of mouth accelerates and broadens the dissemination of product information.

### **The Word-of-Mouth Strategy for *Kue Cucur Endolita Barokah* and Its Impact on Brand Identity**

During the word-of-mouth campaign for *Kue Cucur Endolita Barokah*, several initiatives were undertaken across five dimensions, as follows.

#### 1. **Talkers**

A *talker* explained that word of mouth about *Kue Cucur Endolita Barokah* comes from resellers, customers, and consumers who have purchased the product and shared their experiences with their close circle, such as family and friends. Ultimately, this leads someone to decide to try the product.

As credible advocates for *Cucur Endolita Barokah*, the resellers emphasize the product's unique qualities when promoting it. They tell potential buyers, "This *cucur* is different from the rest from its taste and shape to its texture and it's also affordable.

It's very affordable, but the taste and quality aren't cheap." With the ability to provide detailed product explanations, communicate clearly, and share personal experiences, the product is easily accepted and trusted. As a new customer said, "I heard about it and was recommended it by my sibling. They said *Endolita cucur* was really good, so I was interested in trying it."

The findings of the study indicate that a person's trust in personal experiences and recommendations from close friends and family significantly influences the process of disseminating information about a product. They also reveal that word of mouth plays a crucial role in introducing brands and products to potential consumers. Indirectly, word-of-mouth communication is more credible and strategic; as a result, information can spread rapidly and occur anytime and anywhere.

## 2. **Topics**

*Kue Cucur Endolita Barokah* is always a hot topic of conversation whether it is the taste, texture, or the product's uniqueness. Almost all informants stated that the taste of *Kue Cucur Endolita Barokah* has its own distinctive characteristics, which is always a topic of conversation. However, aside from the taste, another topic of conversation is the brand name *Endolita*, because it is unique, easy to remember, and also aligns with the taste of the *cucur* cake product.

This is consistent with what the business owner said: "Most people tell me that *Endolita cucur* tastes good, just like the brand name suggests." Thus, these findings indicate that discussions about *Endolita Barokah cucur* not only focus on the product's functional aspects but also emphasize the brand's symbolic meaning and identity.

## 3. **Tools**

The primary method used to promote *Kue Cucur Endolita Barokah* is direct, word-of-mouth communication. However, WhatsApp is sometimes used as a supplementary tool to introduce the *Kue Cucur Endolita Barokah* brand and products to the public. The business owner chose WhatsApp as an additional platform to attract potential customers by posting product updates via WhatsApp status updates. It also serves as a means of indirect communication, making it easier to share information about *Kue Cucur Endolita Barokah* through WhatsApp group chats and status updates. This makes it easier to communicate about and recommend the product to people in one's immediate circle.

## 4. **Taking Part**

In terms of customer interaction, the owner of *Kue Cucur Endolita Barokah* provides friendly service and responds effectively to questions from potential customers about *Kue Cucur Endolita Barokah*, whether asked directly or indirectly. The owner also consistently highlights the product's superior taste and texture to help potential customers make a decision.

Resellers of *Kue Cucur Endolita Barokah* also take the same approach, saying, "I keep promoting them by telling people how delicious *Endolita cucur* tastes it's different from the rest and guaranteeing that the brand name and the taste of the *cucur*

are truly delicious." By maintaining this approach, they attract more attention from potential buyers.

### 5. **Tracking**

The monitoring conducted by the business owner and resellers of *Kue Cucur Endolita Barokah*, based on word-of-mouth feedback, is part of an effort to preserve local culinary culture and support marketing for local food-based MSMEs (Ferlanda, 2025; Rahmawaty & Maharani, 2013; Rusmaniah et al., 2022). This involves providing prompt responses both directly and indirectly while maintaining good communication with customers and delivering friendly service.

#### **Barriers to Word-of-Mouth Marketing for *Kue Cucur Endolita Barokah***

In any process, there are bound to be obstacles along the way to achieving the goal. In the case of *Kue Cucur Endolita Barokah*, although word of mouth has been quite effective in building brand identity, several obstacles have been encountered, including the following.

1. **The scope of promotion and communication remains limited.** This is because the owner of *Kue Cucur Endolita Barokah* focuses solely on word of mouth within the immediate community, such as friends, family, resellers, and customers. As a result, information dissemination remains traditional and has not yet been fully integrated with digital platforms, which have a much broader reach.
2. **Limited production capacity.** Since *Kue Cucur Endolita Barokah* is a home-based MSME, its production capacity is quite limited. Consequently, if demand surges rapidly as a result of positive word of mouth, this could potentially lead to customer dissatisfaction and trigger negative word of mouth.
3. **Digital platforms are not being fully utilized.** This is because the business owner uses only WhatsApp as a tool for promotion and communication with customers.
4. **The tracking system remains informal and rudimentary.** The business owner relies solely on word-of-mouth promotion by resellers, loyal customers, and consumers, so tracking word of mouth is done manually and informally by asking consumers how they learned about the product.
5. **Competition from similar products.** Although *Kue Cucur Endolita Barokah* has its own unique characteristics, competition with other *cucur* cake sellers in the market is inevitable, and this poses a challenge for the business owner. Therefore, an effective word-of-mouth strategy is necessary.

#### **Word-of-Mouth Marketing Strategies for *Kue Cucur Endolita Barokah***

Overcoming the existing obstacles and maximizing the effectiveness of word-of-mouth marketing for *Cucur Endolita Barokah* cakes requires several strategies, including the following.

1. **Optimizing the digitization of word of mouth.** This involves combining traditional word of mouth with digital word of mouth through social media platforms other than WhatsApp, such as Instagram and TikTok.

2. **Maintaining consistency in taste and product quality.** This is the top priority, because by maintaining consistency in taste, texture, and product quality, customers will continue to trust the product and generate positive word of mouth.
3. **Inviting resellers to serve as brand ambassadors** to expand promotional reach. In this role, resellers do not focus solely on sales but also actively act as advocates, recommending products to friends, family, and their local communities.
4. **Creating a customer database** to archive data on regular customers and resellers in order to facilitate communication, recurring promotions, and a more structured assessment of the effectiveness of word-of-mouth marketing.

### **The Role of Word of Mouth in Traditional Cuisine for the *Kue Cucur Endolita Barokah* Brand**

This study aims to examine the phenomenon of word of mouth regarding the brand identity of traditional culinary products, specifically *Kue Cucur Endolita Barokah* from Kuningan Regency, West Java. The findings reveal that word of mouth regarding the brand identity of *Kue Cucur Endolita Barokah* plays a crucial role in the sustainability of traditional culinary businesses in today's digital age.

According to Toruan (2018), word of mouth is a highly effective form of communication because it stems directly from consumer satisfaction and experience, making it more trustworthy and credible. This is further supported by Indonesians' love of socializing and sharing stories about things they enjoy, meaning it can happen anywhere and at any time. Findings indicate that word of mouth plays a significant role in brand identity and purchasing behavior. If a business prioritizes a strong, clear, and memorable brand identity, there is a high likelihood of creating a strong positive image. This, in turn, encourages people to voluntarily share their positive experiences with a product, ultimately leading to a decision to make a purchase. This aligns with the findings from the study on *Kue Cucur Endolita Barokah*, which showed that the business owner successfully built a strong brand identity through consistent taste, product distinctiveness, and organic word of mouth generated by consumers, resellers, and customers through person-to-person communication.

Based on the results of the study, word of mouth plays a crucial role in shaping and building the brand identity of *Kue Cucur Endolita Barokah*, particularly through the product's distinctive flavor, texture, and shape, which set it apart from others; the use of authentic palm sugar (*gula aren*) as the main ingredient; and its unique and memorable brand name. Simply by consumers sharing their personal experiences and satisfaction with the *Kue Cucur Endolita Barokah* product, people come to recognize and become interested in it. Research findings also indicate that people learn about the brand through recommendations from close friends and family who have tried and purchased the product. The word-of-mouth strategy for *Kue Cucur Endolita Barokah* is highly effective compared to digital advertising, even though it relies solely on consumer testimonials. As stated by Hossain (2017), word-of-mouth marketing is more effective than digital advertising.

The business owner agrees with this view, noting that word-of-mouth promotion from close acquaintances is the primary strategy for promoting the products because it is more trustworthy. WhatsApp is used only as a promotional tool, because most customers who come to make a purchase typically do so based on recommendations from their close acquaintances.

These findings are supported by the statement of Alma (2016), who notes that word of mouth is the most powerful medium for communicating a product or service to potential customers. Furthermore, word of mouth is highly trusted because it stems from genuine, unscripted personal satisfaction that is then shared with those around the consumer, making it more relevant and credible than social media promotions, such as advertisements. For traditional culinary brands like *Kue Cucur Endolita Barokah*, brand identity is shaped by several distinctive elements consistently conveyed by resellers, customers, and consumers, whether through word-of-mouth communication or via WhatsApp.

According to Lestari (2016), the authenticity of a product is a key topic of discussion in word-of-mouth marketing, especially for traditional culinary products that offer an authentic taste. In business, brand identity is a crucial element to consider, as it sets a brand apart from its competitors; therefore, it is essential to highlight certain aspects to attract the attention of potential customers. This context aligns with the view of Novita and Senoaji (2022), who note that product naming (branding) plays a crucial role in sales by helping potential customers remember and recognize the product. A memorable brand name that aligns with the product can create a positive perception and strengthen the brand image in consumers' minds.

This indicates that having a unique and distinctive brand name successfully builds a strong brand identity in the eyes of consumers. Furthermore, product consistency and uniqueness serve as added value in attracting the attention of potential customers. This is particularly effective in strategic word-of-mouth marketing, as consumers can easily mention the product's brand name when recommending it to others.

### **Word of Mouth and the Brand Identity of *Cucur Endolita Barokah* Cakes**

In promoting word of mouth for *Cucur Endolita Barokah* cake, there are five dimensions of word of mouth that need to be considered in preserving local culinary traditions such as *Cucur Endolita Barokah*. To ensure that word of mouth for *Cucur Endolita Barokah* is effective, as stated by Sernovitz (2012), these dimensions include *talkers*, *topics*, *tools*, *taking part*, and *tracking*.

#### **1. *Talkers***

According to Sernovitz (2012), *talkers* are a group of speakers who possess enthusiasm and a connection that enables them to convey a message to others. To be a *talker*, one must have high credibility or be sufficiently influential to convey a message clearly. As a *talker*, credibility is measured by how well people know the individual and the breadth of their knowledge regarding the product; furthermore, they must possess the skills to inform others about the product, whether through word

of mouth or in writing. This aligns with the view of Joesyiana (2018), as cited in Purwitasari & Sulistyowati (2024), that word of mouth is one of the most effective promotional tools because testimonials are perceived as more trustworthy and credible than advertisements, especially when there is a strong emotional bond between the speaker and the recipient, such as friends, family, and others.

## 2. *Topics*

Word of mouth occurs because there is a topic of conversation to be discussed, whether it concerns a product or a brand. The *topic* is a message or an interesting point in the conversation that makes someone want to discuss it (Sulistiawati et al., 2022). The main topics of conversation regarding *Kue Cucur Endolita Barokah* are its distinctive flavor, texture, and uniqueness, and nearly all informants stated that the flavor of *Kue Cucur Endolita Barokah* is the brand's primary identity. In addition to the flavor, the brand name *Endolita* is also frequently discussed because it is unique, easy to remember, and aligns with the experience consumers have after trying this *cucur* cake. This is in line with the research of Novita & Senoaji (2022) at *RM Ibat Daun*, which noted that strong word-of-mouth buzz stems from a product's unique characteristics, which enable it to stand out in the market and encourage consumers to talk about it voluntarily, without any coercion from any party.

## 3. *Tools*

WhatsApp has become a social media platform used to attract customers interested in *Cucur Endolita Barokah* cakes by posting product photos in WhatsApp status updates, serving as an indirect and more convenient means of communication. As stated by Wibowo et al. (2024), word of mouth is effective when the topic of conversation is conveyed in a way that is easily understood by consumers, thereby encouraging others to discuss it further and making the process of spreading information more efficient. Using WhatsApp as a medium to share information about *Kue Cucur Endolita Barokah* through group chats and status updates makes it easier to support the product with recommendations and personal experiences, leading individuals to frequently discuss it with their close friends and family.

## 4. *Taking Part*

*Taking part*, or the participants, is an important element that must be taken into account, because a conversation cannot take place if only one person is speaking; a second person must be involved so that word of mouth can continue and grow (Wibowo et al., 2024). At *Kue Cucur Endolita Barokah*, participation is encouraged by providing a friendly response when communicating, whether in person or remotely.

## 5. *Tracking*

Business owners and resellers should monitor customer feedback by responding promptly whether directly or indirectly while maintaining good communication with customers and providing friendly service. This helps foster and sustain positive word of mouth, thereby preventing negative word of mouth. This is in line with the research of Mardiyana & Huwae (2025), which found that the success of word of

mouth is due to consumers feeling an emotional connection between business owners and customers.

## CONCLUSION

Based on the research findings and discussion, it is concluded that word-of-mouth plays a very significant role in building and strengthening the brand identity of Kue Cuhcur Endolita Barokah. The brand identity of Kue Cuhcur Endolita Barokah is shaped by five dimensions, namely “talkers” resellers and loyal customers who recommend the product to those around them through conversation. Typically, the topics discussed during these conversations consistently revolve around the product’s distinctive taste due to the use of authentic palm sugar as well as the cake’s texture (crispy on the outside and melt-in-the-mouth on the inside), its unique shape, and the brand name “Endolita.” The tools used by resellers, loyal customers, and business owners to promote Endolita Barokah Cuhcur Cakes include direct communication and, at times, the use of WhatsApp. Business owners and resellers actively engage by responding to and providing friendly service to customers, as well as maintaining good relationships through prompt responses. These elements form the core of word-of-mouth communication and indirectly create a positive image in consumers’ minds. Consequently, the word-of-mouth process for Endolita Barokah Cuhcur Cakes occurs naturally, stemming from the real-life experiences of satisfied customers who, impressed by the product’s quality, voluntarily recommend it to friends, family, and their communities. Recommendations born from such emotional connections have proven to be more trusted than digital promotions. However, challenges will always persist during this process, such as limited promotional reach, production capacity, and suboptimal use of digital media. Overall, word-of-mouth marketing not only serves as an effective and cost-efficient marketing strategy but also functions as a tool to strengthen brand identity and preserve traditional culinary traditions in the face of modern competition.

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