

Digital Storytelling on Instagram Content as a Brand for Food Security of the Indigenous Community of Kampung Cireundeu

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ABSTRACT

This study analyzes the digital storytelling strategy in the Instagram content of the Cireundeu indigenous community through the @visitcireundeu account and how the narrative shapes the branding of local food security based on cassava rice. The research method used a qualitative approach with content analysis of posts during the period May–July 2025. Data were coded based on storytelling elements and the Customer-Based Brand Equity (CBBE) framework. The results show that storytelling on the @visitcireundeu account is dominated by narratives about cassava education, indigenous philosophy, food processing, and cultural activities that build the community's image as a food-independent entity. Digital storytelling not only increases brand salience through the introduction of cassava but also creates brand meaning (performance & imagery) through narratives of history and local food sustainability. Additionally, audience responses in the form of comments, interactions, and tourist visits indicate the development of brand response and resonance. This study concludes that digital storytelling plays a significant role in building the brand identity of rice as a locally-based food rooted in cultural wisdom, and serves as an effective branding strategy in the digital era.



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Introduction

Food security is not only a matter of food availability and access, but also relates to cultural identity, local values, and community sovereignty. In Indonesia, the dominance of rice as a staple food is ingrained in people's consumption practices, but the traditional village of Cireundeu in Cimahi, West Java, is an interesting exception. Since 1918, the people of Cireundeu have consistently practiced the philosophy of "*teu nyawah asal boga pare, teu boga pare asal boga beas, teu boga beas asal bisa nyangu, no rice fields as long as we have rice, no rice as long as we can cook rice, no rice as long as we can eat, no eating as long as we are strong* (Mu'min, n.d.), which emphasizes the principle of food self-sufficiency



through the consumption of cassava rice. The practice of "not eating rice" has been studied by various researchers, who have shown that this consumption choice is a form of cultural identity, ecological resistance, and a food security strategy that has been passed down across generations (Jabbaril & Budaya, n.d.). Rasi is not just an alternative food, but a symbol of community independence and part of the Sunda Wiwitan value system that is collectively maintained (Utaridah, N et al 2019).

Another study confirms that rasi serves as a representation of food security based on local wisdom. (Jabbaril & Budaya, n.d.) shows that the rasi processing method incorporates the ecological knowledge of indigenous peoples, making it a durable food that is adaptable to crisis conditions. (Wardani & Syarifuddin, 2024) also states that rasi and the cassava farming traditions of the Cireundeu community have proven capable of supporting the food security of indigenous families during times of national crisis, including food crises and pandemics. Thus, rasi has both functional and symbolic value that strengthens local food identity.

In addition to being a food-independent community, Kampung Adat Cireundeu has developed into a cultural ecotourism destination that integrates local food practices, indigenous wisdom, and environmental values. Research (Nisa & Surtikanti, 2024) shows that Cireundeu is increasingly known as a center for cultural education and ecotourism based on local food, utilizing social media to expand the reach of information. Traditions such as Serentaun, life philosophies, and cassava farming practices have become cultural content that attracts public and tourist attention. Values such as simplicity, nature conservation, and togetherness form the foundation of Cireundeu's culture, which continues to be reproduced in daily life (Wardani & Syarifuddin, 2024).

In the context of digital transformation, challenges arise when traditional knowledge and values need to be communicated to a wide audience amid the rapid flow of information. Social media, especially Instagram, has become a strategic space for indigenous communities to visualize cultural narratives and food security through visual content, videos, and narrative captions (Sitorus et al., 2025). In this context, digital storytelling is key to building public understanding of local food identity, as narratives can bring cultural experiences, values, and philosophies to life in a more immersive way than simply conveying data (Wahyudi et al., n.d.). Other studies show that digital storytelling can create meaning, emotional experiences, and closeness between the audience and the brand, making it an effective approach in digital branding (Aripradono, 2020). In the context of indigenous communities, digital storytelling is not only a promotional tool but also a means of preserving cultural knowledge.

At the branding level, consistent digital narratives can increase awareness of local food identities, build cultural images and meanings, trigger positive audience reactions, and create strong emotional bonds (Setiawan, 2020). In the context of Cireundeu, digital branding is relevant considering that the identity of rasi as a local food product not only needs to be introduced but also constructed as a representation of community food security.

Although many studies discuss local food security (Artiningsih et al., 2025), the cultural identity of Cireundeu (Wardani & Syarifuddin, 2024), and storytelling in marketing communications (Putri & Christin, 2024), research on the use of digital storytelling by indigenous communities to build food security brands is still very limited. No study has explicitly examined how the Instagram account @visitcireundeu uses visual and textual

narratives to build brand equity as an icon of local food security. Based on this research gap, this study aims to explain the digital storytelling strategy in the Instagram content @visitcireundeu and analyze the storytelling narratives that contribute to the formation of a local food security brand based on the Customer-Based Brand Equity (CBBE) framework.

Method

Based on the large amount of content on the @visitcireundeu account, posts during the period of May–July 2025, which were then selected for several storytelling sentences about the food security content of the indigenous people of Cireundeu village, the implementation of digital storytelling on the @visitcireundeu account is described in the CBBE framework, as well as how the branding implications of the public are the goal of each stage, which can be seen in Table 1 below:

Table 1. Digital Storytelling on the @visitcireundeu Account within the CBBE Framework

CBBE Level	Digital Storytelling Implementation	Branding Implications
Brand Salience (Brand introduction)	Storytelling is used to introduce rasi as a local food identity; presenting a brief history of Kampung Cireundeu; basic education about what rasi is and the philosophy of "not eating rice".	Increasing public awareness; rasi is recognized as a distinctive local food and the traditional village as a unique, independent community.
Brand Meaning – Performance (Performance/quality)	Storytelling highlights the rasi production process: cassava processing, drying, storage; narrating rasi as crisis-resistant, healthy, and standardized food.	Shaping the perception that rasi is a high-quality and stable local food, relevant to modern food security.
Brand Meaning – Imagery (Cultural Symbols)	Storytelling depicts cultural rituals, traditional clothing, life philosophy, and local wisdom; rasi is positioned as an integral part of cultural identity.	Rasi is not only understood as food, but also as a cultural symbol, representing simplicity, independence, and sustainability.
Brand Response (Audience Evaluation and Reaction)	Storytelling sparks interaction: educational comments, curiosity, appreciation, and public support for the preservation of local food.	Increased positive ratings; growing public trust and social validation of the Cireundeu food security concept.



Brand Resonance (Emotional connection and engagement)	Emotional storytelling about traditional journeys, food security during the pandemic, and traditional family journeys; educational tourism content strengthens audience identification with community values.	Fostering emotional closeness and a sense of belonging; the audience feels involved in preserving the traditions and culture of Cireundeu.
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Source: research findings, 2025

Analysis of Table 1 shows that digital storytelling on the @visitcireundeu account works gradually according to the Customer-Based Brand Equity (CBBE) structure and has been proven to build rice brand equity through cause-and-effect mechanisms at each CBBE level. At the brand salience level, the presentation of historical narratives such as "not eating rice," the origins of cassava, and cultural identity causes the audience to recognize cassava as a local food, thereby increasing awareness and initial differentiation.

At the brand meaning (performance) level, storytelling about the cassava processing process, rasi's durability, and hygiene standards served to create a perception of quality. This technical narrative leads the public to view rasi as a healthy food relevant to modern food security. Furthermore, at the brand meaning (imagery) level, visuals and stories about traditional rituals, traditional clothing, and local wisdom values produce strong symbolic associations. This storytelling causes rasi to be understood not only as food, but as a representation of the culture, independence, and sustainability of Cireundeu.

At the brand response level, interactions that appear in comments, questions, curiosity, and support for food preservation are the result of educational and authentic storytelling. Informative narratives trigger positive assessments and strengthen public trust in the Cireundeu food security brand.

Finally, at the brand resonance level, stories about traditional journeys, visitor experiences, and emotional narratives about the struggle to preserve rice encourage the audience to feel personally connected to the indigenous community. Touching storytelling makes the audience not only know and like rice, but also feel part of the cultural preservation effort, creating resonance which is the pinnacle of brand equity. Overall, digital storytelling is highly strategic in selecting narratives that consistently reinforce the meaning, image, trust, and audience engagement with the brand, thereby building Rasi's brand equity as a symbol of food security for the indigenous community of Cireundeu.

Then, how the storytelling communication narrative in the @visitcireundeu Instagram content can contribute to the formation of a local food security brand based on the CBBE stages can be analyzed below as follows:

Table 2. Storytelling Narratives at Each CBBE Stage in Instagram Content

CBBE Level	Example of Storytelling Narrative (According to @visitcireundeu Style)
Brand Salience	"Did you know that the people of Kampung Adat Cireundeu have been consuming cassava as their staple food since 1918?" "This was a form of food resistance during the colonial era, with cassava replacing rice as the staple food, while still upholding the Sunda Wiwitan beliefs and ancestral culture."
Brand Meaning - Performance	"Rasi is made through a natural processing method, without preservatives, and can last for months. This is the food that keeps us strong during times of crisis.", "Cassava is processed into cassava rice (rasi) which is a daily staple, as well as other snacks such as eggrolls, opak, and cireng."
Brand Meaning - Imagery	"More than just food, rasi is an expression of our gratitude to nature, a symbol of independence and the heritage of our ancestors that we continue to preserve." "This village still maintains and preserves the cultural values and customs that have been passed down from generation to generation."
Brand Response	"Thank you for your question!" "Sampurasun --Rampes", "Many of our visitors try to make their own constellations after learning directly from the traditional women in our village." Kampung Cireundeu is always open to anyone who wants to learn."
Brand Resonance	"Every grain of rice is a story. When you visit Cireundeu, you don't just see our culture, you become part of this journey of preserving local food.", "Every year, the people of Cireundeu village hold an annual event as an expression of gratitude and tolerance toward visitors by sharing the fruits of their agricultural labor, such as cassava and fruits."

Source: research findings, 2025

Analysis of Table 2 shows that the storytelling narrative on the Instagram account @visitcireundeu is built in a tiered and structured manner according to the Customer-Based Brand Equity (CBBE) pyramid . Each CBBE level has a different functional role in strengthening the identity of the community and the values of food security for indigenous peoples. The narratives presented not only inform but also activate emotions, cultural memories, and collective experiences of the audience, as detailed in the following stages:

1. Brand Salience, namely Storytelling to Build Awareness and Historical Context

Narratives such as "Did you know that the people of Kampung Adat Cireundeu have been consuming cassava as their staple food since 1918?" and "Rasi as a form of food resistance during the colonial period..." serve as historical introductions that strengthen brand recall

of Rasi and the identity of Cireundeu. This salience narrative takes the form of informative storytelling that emphasizes the uniqueness of the community, highlighting that the choice to consume cassava is not a spur-of-the-moment decision, but rather a tradition rooted in the history of colonial resistance and Sunda Wiwitan values.

Psychologically, the mention of "1918" and the context of colonial resistance serve to build *distinctiveness*, making it easier for the audience to recognize rasi as a cultural brand. At this point, storytelling plays a role in creating an initial understanding that rasi is not just a food product, but a socio-cultural phenomenon. This is in line with the function of salience in CBBE, which is to ensure that the brand is *top-of-mind* when the audience thinks about local food security.

2. Brand Meaning (Performance), namely Storytelling about the Process and Function of Local Food

Narratives such as "*Rasi is made through a natural processing method, without preservatives...*" and "*Cassava is processed into cassava rice (rasi) and various snacks...*" highlight the performance aspects of rasi. At this stage, storytelling focuses on product quality, processing methods, naturalness, long shelf life, and its benefits for health and food security. This performance narrative provides the audience with a functional understanding that rasi is healthy, natural, easy to produce, durable, and flexible to process.

This information reinforces the perception that rasi is a relevant food in times of crisis, while also demonstrating the competence of indigenous communities in processing local resources. Thus, storytelling at this level shapes the brand's image of quality and performance in line with the CBBE concept of performance.

3. Brand Meaning (Imagery), namely Storytelling as a Shaper of Cultural Image and Symbolic Values

Imagery narratives such as "Not just food, rasi is our expression of gratitude to nature..." or "This village still preserves the cultural values and customs that have been passed down..." expand the meaning of rasi from mere food to a cultural symbol. At this stage, storytelling incorporates elements of spiritual values (gratitude to nature), independence, ancestral heritage, and the continuity of traditions across generations.

Imagery narratives serve to build emotional connections between audiences and the cultural values of Cireundeu. This message creates an image that the constellation is an integral part of the collective identity that is inseparable from customs and traditions. In the CBBE model, imagery is an aspect that shapes emotional and symbolic perceptions that transcend the functional value of the product.

4. Brand Response is Storytelling about Interaction, Appreciation, and Social Validation

At the response level, narratives such as "Thank you for your question!", "Sampurasun-Rampes", and "Kampung Cireundeu is always open to anyone who wants to learn" demonstrate warm, culture-based two-way communication. Sentences such as "Many visitors try to make their own rasi after learning..." provide social proof that rasi attracts public interest. Storytelling at this stage reflects: community openness, a friendly and inclusive atmosphere, direct interaction with visitors, and a tangible impact in the form of

increased interest in learning.

This narrative reinforces positive judgment and public appreciation, as the audience sees that Cireundeu is not only a traditional community, but also an educational community that is responsive and friendly. Within the CBBE framework, these messages increase credibility, trust, and favorability towards the constellation brand.

5. Brand Resonance is Emotional Storytelling that Connects the Audience with the Community

At the highest level, narratives such as "Every grain of rice is a story..." and "The Serentaun event is an expression of gratitude and sharing of the earth's fruits..." build emotional resonance between the audience and the Cireundeu indigenous community. Storytelling that emphasizes cultural experiences, food preservation, and annual rituals creates a sense of connection, meaning, and participation.

This narrative invites the audience to feel part of the community, evokes a sense of belonging, connects the visiting experience with cultural values, and affirms the emotional connection between tradition and food identity.

Resonance is formed when the audience not only knows and likes the story, but feels that their involvement has meaning in preserving culture. This is the core of the CBBE pyramid's behavioral loyalty, attitudinal attachment, sense of community, and active engagement.

Based on the results of Table 2 analysis, it can be concluded that there is integration between storytelling and CBBE, meaning that digital storytelling does not work partially, but forms an integrated narrative flow within the CBBE structure. Storytelling contributes to building salience, the narrative of the production process and culture builds meaning, public interaction forms response, and emotional stories create resonance. This synergy shows that storytelling is the main foundation in building brand equity as a relevant and strategic local food for food security.

Storytelling has also proven to be an effective communication strategy for introducing a community-based food resilience model, which is unique to Kampung Adat Cireundeu. Thus, storytelling not only builds the Rasi brand but also strengthens the positioning of Kampung Adat Cireundeu as a role model for food security and cultural ecotourism in Indonesia.

Findings

This study explains that the Instagram account @visitcireundeu uses digital storytelling to build the image of rasi (cassava rice) as the food security identity of the indigenous community of Kampung Cireundeu. Through posts from May to July 2025, the researcher found that the narratives always highlighted the history of rasi consumption since 1918, the philosophy of "not eating rice," and the cultural values of Sunda Wiwitan, which form the basis of the community's food independence.

The storytelling introduced rasi as a local food unique to Cireundeu, explained its production process, and showed how rasi is durable, healthy, and reliable during crises. Each visual and text post described rasi not only as food, but also as a cultural symbol, a form of gratitude to nature, and a heritage from ancestors that continues to be preserved.

The narrative also elicited various reactions from the public through comments, questions, and appreciation. Many audiences wanted to know more about rasi and the culture of Cireundeu. There were also visitors who came directly to learn how to make rasi or participate in educational activities organized by the indigenous community. Warm interactions such as the greeting "Sampurasun-Rampes" showed the closeness of the community with the audience.

In several posts, the indigenous community presented emotional stories about their struggle to preserve traditions, their experiences during the pandemic, and annual activities such as Serentaun as a form of gratitude. This kind of narrative fosters a sense of emotional connection between the audience and the community, making the public feel part of the effort to preserve Cireundeu culture.

The study concluded that digital storytelling on Instagram has successfully strengthened the brand, from introduction, meaning formation, public reaction, to the creation of strong emotional bonds. Through storytelling, the brand is understood as a cultural identity, a symbol of independence, and a model of local food security that is relevant in the modern era. This makes Kampung Adat Cireundeu not only known as a food-independent community, but also as a cultural ecotourism destination and a center for food security education based on local wisdom.

Research recommendations encourage the @visitcireundeu account to enrich its storytelling through short videos, content series, collaborations with visitors, and partnerships with the government and educational institutions to strengthen the branding of local food security.

Discussion

Based on the research results, digital storytelling on the @visitcireundeu Instagram account has proven to be a strategic tool in building and strengthening the local food security brand. The contribution of storytelling can be understood through two main perspectives, namely the perspective of the indigenous community as the producer of meaning and the perspective of the public as the recipient and disseminator of the narrative.

1. Indigenous Community Perspective: Storytelling as a Shaper of Identity and Meaning of the Food Security Brand

For the indigenous community of Cireundeu, digital storytelling serves as the main medium for affirming local food identity and representing the cultural meaning attached to rasi. Narratives about the history of "not eating rice since 1918," the process of processing cassava into rasi, the spiritual values of Sunda Wiwitan, and cultural rituals such as Serentaun form the basis for the formation of brand meaning.

Through visual storytelling in the form of photos of the production process, the role of indigenous women, indigenous symbols, traditional clothing, and verbal storytelling that explains the philosophy of life, the rasi brand not only appears as an alternative food product, but also as a symbol of local wisdom and community-based food security. This content creates a strong meaning that rasi is part of the collective identity of the Cireundeu community, as well as a form of independence, sustainability, and resistance to dependence on rice.

Thus, for indigenous communities, digital storytelling is strategic for maintaining cultural continuity while strengthening brand meaning and brand imagery that align with local food security values.

2. Public Perspective: Storytelling as a Reinforcer of Public Response and Participation in Socializing the Rasi Brand

From the public's perspective, digital storytelling not only builds understanding about rasi, but also triggers active engagement. The educational content and emotional narratives conveyed by the @visitcireundeu account generate positive brand judgment and positive brand feelings. The audience responds with comments, questions, support for local food preservation, and increased interest in visiting.

Furthermore, digital storytelling encourages the public to share information through reposts, mentions, and creating their own content when visiting the Cireundeu Traditional Village. Public activities such as trying to make rasi, participating in workshops, documenting visits, and sharing experiences through social media make them part of the brand co-creation process. The public becomes agents who indirectly promote the rasi brand and Cireundeu's cultural identity to a wider audience.

This phenomenon shows that digital storytelling has succeeded in creating brand resonance, namely emotional attachment and public participation in maintaining brand sustainability. The community is not only consumers of information, but also actively participates in the " " by spreading values and strengthening the reputation of Cireundeu's food security. Overall, digital storytelling on @visitcireundeu has a dual function:

- a. For the indigenous community, storytelling strengthens identity, cultural meaning, and positioning as a local food security brand.
- b. For the public, storytelling sparks awareness, fosters positive interactions, and encourages public participation in spreading the Rasi brand through social media and direct visit activities.

Thus, digital storytelling becomes a meaningful bridge between the indigenous community and the public, as well as an important foundation in strengthening the food security brand of Kampung Adat Cireundeu.

Findings indicate that digital storytelling on @visitcireundeu has successfully built the Cireundeu food security brand through four main aspects:

1. Presenting local food history and identity as the foundation of brand meaning.
2. Communicating the values of sustainability and food independence, in line with the national food diversification agenda.
3. Strengthening audience emotional engagement, creating resonance with cultural and environmental issues.
4. Positioning Cireundeu as a role model for food security based on local wisdom in Indonesia.

Thus, digital storytelling plays a strategic role in helping indigenous communities not only preserve traditions but also build a competitive, relevant, and effective brand in the digital age.

Conclusion

This study shows that digital storytelling on the Instagram account @visitcireundeu plays a strategic role in building brand equity for rice as a symbol of local food security. Within Keller's Customer-Based Brand Equity (CBBE) framework, storytelling works gradually and interconnectedly, starting from building awareness (salience) to creating emotional bonds (resonance) with the audience.

At the brand salience stage, educational storytelling about the history of rasi consumption and the philosophy of "not eating rice" strengthens public recognition of Cireundeu's local food identity. The brand meaning stage is formed through two channels: performance narratives that showcase the process of making rasi as healthy and crisis-resistant food, and cultural imagery narratives that position rasi as an integral part of traditional values and local wisdom. Storytelling then triggers brand response through audience interaction, educational appreciation, and testimonials, which strengthen the credibility of the indigenous community as actors of culture-based food security.

The highest stage, brand resonance, is built by emotional narratives about community resilience in facing the pandemic and the role of the indigenous generation in preserving traditions. This resonance shows that the audience not only consumes information but also feels connected, appreciates, and supports the preservation of rasi as a local food.

Thus, digital storytelling has proven to be a highly effective communication strategy in building the food security branding of Kampung Adat Cireundeu. It not only creates exposure but also constructs meaning, emotion, and collective identity that strengthen Cireundeu's position as a model of culturally-based local food security in Indonesia. The results of this study emphasize the importance of digital storytelling as a cultural approach in promoting sustainable local food.

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