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ANALYSIS OF THE POPULARITY OF DUBAI CHOCOLATE AMONG GENERATION Z IN CIRACAS, EAST JAKARTA

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Abstract

This research explores the growing popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta, driven by social media trends and influencer marketing. Dubai Chocolate, known for its premium taste featuring the pistachio and knafeh fillings, has become a viral sensation, especially on social media platforms such as TikTok and Instagram. This study employs a descriptive qualitative method, utilizing likert-scale questionnaires and in-depth interviews with both consumers and local business owners involved in selling the product. The AIDA model comprising Attention, Interest, Desire, and Action is used as the analytical framework to understand consumer behavior and the factors influencing purchasing decisions. The results show that social media virality, aesthetic packaging, exclusivity, and positive reviews from food influencers significantly contribute to consumer interest and brand recognition. Moreover, the hype around Dubai Chocolate has influenced local culinary trends, encouraging small food businesses to create innovative dessert products inspired by the original. The research provides insight into how food trends can shape market behavior and offers valuable references for culinary entrepreneurs and marketers targeting Gen Z consumers.

Keywords: Dubai Chocolate, Gen Z, AIDA Model, Social Media, Ciracas

1. INTRODUCTION

In the digital era, culinary trends are no longer driven solely by taste innovations but are increasingly shaped by visual appeal, influencer endorsement, and online virality. One of the most prominent global food phenomena in recent years is the popularity of Dubai Chocolate, a premium confectionary product featuring pistachio sauce and kunafa fillings, a unique blend inspired by Middle Eastern dessert. This product gained massive attention after being popularized by influencers on platforms like TikTok and Instagram, rapidly spreading to countries including Indonesia.

Previous studies have examined the influence of social media and digital marketing on consumer behavior. For instance, Tjoa et al. (2024) explored the effectiveness of the AIDA model on TikTok-based promotions, while Evania et al. (2021) analyzed how Instagram affected purchasing interest in local bread products. However, none of these studies have specifically focused on popularity of Dubai Chocolate among

Generation Z in Indonesia, particularly within local urban contexts like Ciracas, East Jakarta.

This creates a clear research gap, academic understanding remains limited regarding how viral phenomena like Dubai Chocolate shape young consumers' behavior at the grassroots level. Most existing literature focuses on established brands or macro-level campaigns, often neglecting organically developed trends and their adoption by micro-businesses or local communities. Furthermore, no study to date has explicitly applied the AIDA model to analyze a premium food trend that has yet to be commercially institutionalized in Indonesia.

Therefore, this research offers a clear novelty and contribution by: (1) analyzing Dubai Chocolate's popularity as a case of global culinary trends adopted locally by Gen Z consumers; (2) applying the AIDA model to explore consumer behavior stages from attention to purchase; and (3) highlighting the Ciracas subdistrict as microcosm for tracking localized consumer trends an area largely overlooked in culinary and marketing studies. Thus, this study is crucial for enriching the discourse on food trend diffusion, digital consumer behavior and marketing strategies of emerging premium culinary products in Indonesia.

The use of the AIDA model in this research is particularly relevant because the Dubai Chocolate phenomenon reflects a complete consumer journey that begins with viral attention on social media, continues with the interest driven by influencer engagement, involves into desire due to exclusivity and visual aesthetics, and culminated in action through purchase via social commerce platforms. Thus, AIDA serves not only as a marketing model but as an analytical lens to decode how Gen Z consumers transform digital exposure into real behavioral actions.

2. LITERATURE REVIEW

Understanding the popularity of Dubai Chocolate among Generation Z requires a strong theoretical foundation rooted in consumer behavior theory and marketing communication models, particularly the AIDA framework. In addition, supporting studies related to these food trends, social media influence, and Gen Z consumption patterns are essential to contextualize this research.

First, consumer behavior refers to the decision-making processes and actions of individuals or groups in selecting, purchasing, using, and evaluating products or services. According to Schiffman and Kanuk (2019), consumer behavior is influenced by various psychological, social, cultural, and personal factors. These factors include lifestyle, motivation, perception, peer influence, and digital exposure. For Generation Z individuals themselves that were born between 1997 and 2012, their consumption habits are heavily shaped by technological usage, social media engagement, and a strong sense of individual expression and social media validation.

Studies have highlighted the psychological tendencies of Gen Z such as FOMO or Fear of Missing Out and a preference of experiences over mere products. These traits make them particularly responsive to viral food items that are visually appealing and associated with exclusivity or social prestige characteristics that define Dubai Chocolate.

Second, the AIDA model developed by E. St. Elmo Lewis, formalized by Strong (1925), outlines the four stages consumers go through in their purchasing journey, which are (1) attention: this stage for capturing consumer awareness through engaging content or stimuli. (2) interest: the second stage was for generating curiosity or emotional engagement with the product. (3) desire: the third stage to create a strong preference or

perceived need for the product. (4) action: and the last stage for prompting the consumer to make a purchase or engage with the brand.

The AIDA model is widely used in digital marketing and advertising to understand how brand and product transition from being unknown to becoming a desirable purchase. In the context of Dubai Chocolate this model helps explain how visual content and influencer review can progress consumers from awareness to actual purchase.

Besides the theoretical foundation in this analysis, there's several studies that have demonstrated the relevance of the AIDA model and digital influence in shaping food purchasing behavior. First, Tjoa et al. (2024) examined the use of the AIDA model by TikTok influencers in promoting consumer products. Using a qualitative content analysis of three viral videos, the study found that influencer-led communication successfully guides audiences from attention to action. Their findings highlight that storytelling and authenticity enhance engagement, proving the AIDA model's adaptability in social media contexts.

Second, Erlangga et al. (2024) investigated the application of the AIDA model in Ultra Milk advertisements featuring the Indonesian band Sheila on 7. Through a qualitative approach, the research demonstrated that nostalgic cues such as music and celebrity familiarity effectively trigger emotional appeal across all AIDA stages. This study contributed to understanding how emotional and cultural symbols can strengthen purchase intention.

Third, Hanif et. al. (2024) quantitatively tested the effectiveness of the AIDA model in influencing purchasing decisions both in physical stored and online platforms. Using linear regression analysis with 100 respondents, the study confirmed that all four AIDA components significantly affect consumer behavior. Their results reinforce the model's reliability in predicting purchase outcomes across different media channels.

Fourth, Utami (2024), explored key factors shaping consumer decision-making behavior using a descriptive approach. The research identified cultural, social, personal, and psychological variables as major determinants in the buying process, divided into five stages from problem recognition to post-purchase evaluation. This work provides a foundational understanding of the psychological and social influences shaping Gen Z purchasing motives.

Fifth, Evania et al. (2021) analyzed how the Instagram platform, guided by the AIDA framework, could enhance consumer purchase intention for Roti Bund products. Applying a qualitative approach, they found that visual appeal and influencer recommendation strongly affected interest and desire stages. The study demonstrates that integrating AIDA with social media marketing significantly increases consumer engagement and brand awareness among Gen Z.

Sixth, Sangen et al. (2021) assessed the effectiveness of Instagram-based promotion on purchase interest for the Gerobak Elba culinary product in Banjarmasin. Using quantitative methods, the research found a positive correlation between social media promotions and consumer purchase behavior. The contribution of this study lies in highlighting the role of visual and interactive digital promotion in enhancing food product appeal.

These studies collectively demonstrate that viral marketing, visual branding, and influencer advocacy are powerful mechanisms for driving food product success, especially within the Gen Z demographic, whose consumption patterns are increasingly shaped by digital storytelling and emotional engagement. Recent research has also explored how viral food phenomena affect digital-era consumer behavior. For example,

Hanoi et al. (2023) analyzed how TikTok food influencers influence engagement and purchase intention, showing that authenticity and reliability are key engagement drivers. Similarly, Budiman and Laili (2024) studied the viral trend of Labubu products on TikTok and concluded that novelty and social validation play significant roles in purchase decisions. These findings complement the Dubai Chocolate case, emphasizing that social media vitality is now an essential variable in understanding contemporary food marketing.

In summary, the combined application of consumer behavior theory and the AIDA model provides a comprehensive lens through which the popularity of Dubai Chocolate can be analyzed. While past research has addressed similar models and consumer patterns, this study distinguishes itself by applying these frameworks to a specific, localized, and trending food among Indonesia Gen Z that is filling a research gap in both culinary and consumer marketing literatures.

3. RESEARCH METHODS

This study employs a descriptive qualitative approach to explore the factors influencing the popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta. The method was chosen to allow in-depth understanding of consumer behavior, preferences, and emotional responses, which are often difficult to quantify through purely numerical data. A qualitative approach is also suitable for analyzing trends, symbolic meanings, and social influences embedded in consumer experiences.

a. Data Collection Method

To collect relevant data, the researcher utilized two main instruments: (1) Structured questionnaires distributed online using a likert format. The questions were designed to assess four variables based on the AIDA model: attention, interest, desire, and actions. (2) Semi-structured Interviews with two groups. First group with a local business owner who sells Chocolate Dubai inspired products in Ciracas. And, the second group with consumers within the Gen Z age range between 12 - 27 years that lived in Ciracas who have experienced or purchased the product. The selection of respondents was conducted through purposive samplings to ensure the participants met the criteria relevant to the research focus.

b. Research Instrument

The questionnaire was developed using five-point Likert scale responses ranging from “Strongly Disagree” to “Strongly Agree”. Each AIDA stage was represented by a cluster of statements to capture the degree of influence social media, product visual, exclusivity, and influencer endorsement had on purchasing behavior. Interview guides were prepared to explore personal experiences, motivations, product perceptions, and opinion on Dubai Chocolate presence in the local culinary scene.

c. Data Analysis Technique

The data analysis followed a qualitative descriptive method involving three types of Data, which are Data Reduction where it will show the filtered and categorizing questionnaire and interview responses into relevant themes aligned with the AIDA framework. Second, Data Display where it will present the result using narrative and descriptive explanations, tables of data, and pie charts to illustrate patterns and key findings. And last, conclusion and summary where it will interpret how the AIDA stages manifest in Gen Z behavior toward Chocolate Dubai, while considering social, psychological, and cultural factors. Synthesizing both qualitative tendencies from likert-scale patterns and insight from interviews allowed for a deeper

understanding of how a viral food product could influence consumer trends in localized Indonesian context.

d. Justification of the Method

This method was selected to not only observe behavioral trends but also to uncover the emotional and social drivers behind product popularity. A combination of data sources structured and narrative provided a richer and more holistic perspective on why and how Dubai Chocolate has become a trending item among Gen Z.

By Integrating the AIDA model into every stage of data collection and analysis, this research ensures consistency between theoretical framework and empirical findings, thus enhancing the validity and depth of the overall study.

4. FINDINGS AND DISCUSSION

Based on data collected from 89 respondents, Gen Z individuals residing in Ciracas, East Jakarta. Also, interviews with business actors and consumers, the study identified several key factors driving the popularity of Dubai Chocolate. These include social media exposure, viral content, influencer reviews, visual branding, and a strong sense of FOMO or Fear of Missing Out.

Over 68% of respondents were aged between 18-22 years, indicating a strong interest from younger Gen Z segments. Social media, particularly TikTok and Instagram, played a dominant role in Attention and Interest stages of the AIDA model. Most respondents encountered Dubai Chocolate for the first time through visually captivating content such as chocolate melting videos, aesthetic unboxing, and ASMR clips.

The findings directly address the core research question: (1) What factors contributed to the popularity of Dubai Chocolate among Gen Z in Ciracas? The result confirm that social media exposure, aesthetic packaging and influencer endorsement are central triggers shaping consumer attention and desire, aligning with the theoretical model established in the introduction.

In the Attention phase, short-form videos on TikTok and Instagram Reels emerged as the most cited first exposure to Dubai Chocolate. These videos often feature satisfying chocolate-pulling visuals, the contrast of green pistachio against glossy brown chocolate and aesthetic unboxing experiences all of which appeal strongly to Gen Z visual consumption behavior. This supports previous studies, such as Lim & Kumar (2022), which emphasize the power of visual storytelling in food marketing.

In the Interest phase, respondents were drawn to the emotional and social appeal of the product. The perception that Dubai Chocolate is rare, luxurious, exclusive, and imported created a sense of prestige. As one respondent stated, "It feels exclusive, like not everyone can try it. That makes me want it more". This is consistent with Gentina et al. (2018), who argue that emotional consumption and social identity significantly affect compulsive or impulsive buying behavior in adolescents.

When analyzing the Desire stage, peer influence and social validation became central. Many respondents admitted that their desire stemmed less from personal craving and more from wanting to be in the trend. Consumption was often performative shares through Instagram Stories or TikTok reviews, emphasizing the symbolic rather than the functional value of the product. The interviews revealed that FOMO was a major motivator echoing findings from Djafarova & Bowes (2021), on impulse buying triggered by influencer post.

The Action phase highlighted the unique purchasing behavior around viral products. Respondents typically did not purchase Dubai Chocolate from official or premium retailers, but rather through resellers, friends, or trusted instagram accounts. This social-commerce dynamic shows a shift in how Gen Z navigates trust, access, and immediacy in purchasing behavior. Notably, very few respondents indicated long-term loyalty to the product, confirming that the interest was trend driven and temporary.

The results sign with Schiffman & Kanuk (2019), consumer behavior theory which emphasizes psychological and social factors like peer pressure, digital exposure, and influencer influence. This significantly shapes Gen Z purchasing decisions. The study reaffirms how Gen Z digital nativeness makes them highly susceptible to short-lived viral trends and visual marketing. The use of the AIDA model provided a structured way to measure consumer response at each phase, which at attention and interest stage were heavily influenced by visuals of the social content. Meanwhile, the desired stage shows were rooted in perceived exclusivity and lifestyle association. And, at the last stage our action was driven by social triggers, and not necessarily product utility. This reinforces findings by Tjoa et. al. (2024) and Evania et al. (2021), that show how viral marketing and influencer campaigns are truly highly effective for short-cycle trends products.

The study reveals that Dubai Chocolate is less about taste and more about experiencing a reflection of how food, especially for Gen Z is becoming a lifestyle statement rather than a mere consumable. The emergence of derivative products such as Pistachio Kunafa Brownies, Dubai Chocolate Croissant, Martabak Dubai Chocolate among local highlight the product's influence on culinary innovation

Moreover, Dubai Chocolate sets a precedent for how social commerce and micro-influencer networks can reshape local food business dynamics. This marks a novel contribution of the study, showing how a global food trend can spark localized transformations in consumer behavior, product development, and digital sales models. One of the key insights from this study is that Dubai Chocolate acts less as a food item and more as a cultural phenomenon. It embodies the shifting nature of food consumption among youth from nourishment and indulgence to identity expression, community belonging, and even short-term digital status.

This study thus contributed a novel perspective by capturing a real-time culinary trend through a marketing lens, showcasing the intersection of viral content, youth psychology, and grassroots business response. It also underscores the need for marketers and culinary entrepreneurs to adapt strategies that align with ephemeral yet powerful social modents, where emotion, peer culture, and digital story telling converge to influence behavior.

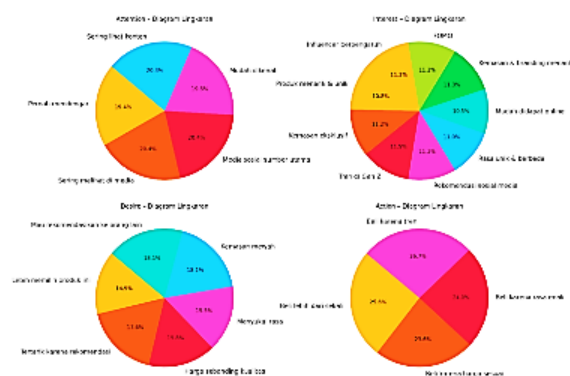


Figure 1. Data Result Diagram
Source: Researchers (2025)

The diagram shows the distribution of average scores for each indicator and variable in the four stages of the AIDA model, namely Attention, Interest, Desire, and Action based on the result of distributing and filling out the questionnaire. In the first stage of AIDA, which attention have the highest indicators are “Often seen on social media”, “Soial media as the main source”, and “Often see content of Chocolate Dubai”. These top three indicators contributed more than 60% of respondents, which shows that continuous exposure on social media is the main key to forming awareness of Dubai Chocolate.



Figure 2. Dubai Chocolate Hastags on Instagram
Source: Researchers (2025)

The second stage of the AIDA model of interest shows the highest indicators in “Gen Z Trends”, “Attractive Packaging and Branding”, and “Influential Influencers and Social Media Recommendations”. The diagram shows a fairly even distribution between these indicators. Dominance appears in social and visual where trends, influencers, and packaging design dominate far more than others. This confirms that Gen Z is interested because of the experience offered, not just product obtained. Unique or easily obtained flavors occupy a smaller percentage, indicating that the taste factor is not the strongest initial trigger for interest.

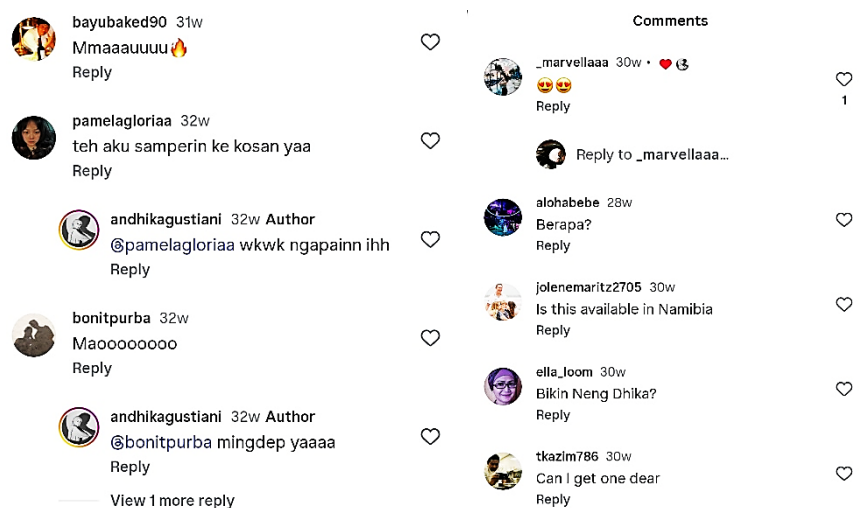


Figure 3. Comment Coloumn on Andhika Agustiani's Instagram
Source: Instagram.com/andhikagustiani (2025)

The third stage in the diagram is the desired stage. In this stage, there are high indicators for the statement “Want to recommend to others”, “Luxurious packaging”, and “Interested because of recommendations”. Desire is formed by social and visual aspects. Personal recommendations are still a strong driver of desire. Internal factors such as “Liking the taste” or “Price are comparable to quality” are actually much lower, this strengthens the findings that branding and existence are more important than product functions.



Figure 4. Desire Comment and Consumer Preference on Andhika Agustiani's Instagram
Source: Instagram.com/andhikagustiani (2025)

The last stage or action stage has the top two indicators in the diagram, namely “Buy because of the trend”, and “Buy more than once”. This shows that purchasing behavior is driven by trends and external influencers, not by rational considerations such as taste and price. The statement “Buy because the price is right” is in the lowest position, indicating it tends to be purchased because of following trends or FOMO feelings rather than actual needs.

Based on the diagram, it can be concluded that the most dominant factors are trends in Gen Z, buying because of trends, social media, exposure, and packaging or branding. This is able to strengthen that consumers are more motivated by trends, visual, and social media than product quality. Purchasing decisions are triggered by feelings of FOMO and digital existence, not pure preferences. Dubai Chocolate branding is very successful in creating desirability, although physical has not yet dominated consumer preferences.

Apart from the popularity factor of Dubai Chocolate, the virality and trends of Chocolate Dubai still have various implications for current culinary trends, there are four main points that are the result of the implications of Chocolate Dubai on current culinary trends. Among them are:

a. Encouraging Culinary Product

The popularity of Dubai Chocolate has inspired small business and culinary businesses to create innovative products based on Chocolate Dubai, such as: Brownies Kunafa, Dubai Pistachio Croissant, and others. This shows the existence of creative and adaptive menu diversification to market trends. Chocolate Dubai has provided a forum and ideas for small businesses to continue to innovate and provide new flavor variations.



Figure 5. Brownies Kunafa and Chocolate Dubai Croissant
Source: Researchers (2025)

b. Opening Business Opportunity and Adaptations

Dubai chocolate is not only a viral product, but also creates economic opportunities, especially for small business actors, home business, and MSMEs who are able to adapt to trends and to attract young consumers.

c. Transformation of Gen Z Consumption Patterns

Gen Z consumption patterns have changed from initially just pursuing the taste, to also considering aesthetic and photogenic product visuals, social aspects such as being trending or viral, and digital existence or product as part of online identity, such as being posted on Instagram or TikTok. This makes the food not only for consumption but also to be shared and shown off on social media.

d. Culinary Product as a Lifestyle

Dubai Chocolate emphasizes that culinary has now become a part of Gen Z's digital lifestyle. They choose foods that can support their self-image and social engagement on social media. Dubai chocolate not only influences taste preferences, but also encourages innovations, business opportunities, and transformation of consumption culture among Gen Z. This shows that current culinary trends are increasingly closely related to social media visuals and digital identity.

Based on interviews conducted with Andhika Agustiani, the owner of Me and My Sugar Story and Enrica Yunia Pramana, the owner of The Bake Supply. As the sellers of Dubai Chocolate, there are several implications felt by two sources. For Kak Andhika, many small businesses imitate or create their own versions and this product encourages local creativity. This proves that Dubai Chocolate provides a boost to local innovation and opportunity for small business. For Kak Enrica herself, she stated that the impact of Dubai Chocolate is very large, but it must be admitted that the pistachio trends has begun to saturate, expensive, and rare ingredients make the production very difficult. This indicates a cycle of trend saturation and challenge of primary raw materials.

Meanwhile, for consumer sources themselves it can be taken from Kikel Yudianto and Mutiara Nur Halimah's statement that there are many derivative foods such as martabak, brownies, croissants, and others. However, the only difference is its exclusivity. Mutiara also admitted that buying the derivative version because it was cheaper and more affordable, this product was a refresher for Dubai Chocolate in general. The statement given by Kikel and Mutiara can be said to be derivative trend limited innovation, trend refreshers, and short-term effect.

On the other hand, for Angellie Putri, this shifting trend is toward visual content snacks, many products follow the unboxing trend, gold packaging, and digital existence food. Meanwhile, for Berliana Tadjudin, she stated that the current snack trend has started to experience distribution via social commerce. Both speakers emphasized lifestyle, digital visibility, and the transformation of taste into distribution models.

This study acknowledges that the research was limited by sample scope and data collection process. The questionnaire responses were collected until reaching saturation point within Ciracas Gen Z respondents, meaning the findings may not fully represent wider regional or national behavior. Furthermore, the descriptive qualitative method relies on self-reported data, which could introduce subjective bias.

This result of this study strengthens existing theories on digital consumer behavior by confirming that Gen Z purchasing decisions are heavily mediated by social influence and digital exposure. The findings extend Schiffman and Kanuk's (2019) model by integrating FOMO and social validation as emotional catalysts in the AIDA process. In addition, the dominance of visual stimuli and influencer recommendations support Lim

& Kumar's (2022) argument on the persuasive power of visual storytelling in food marketing.

Practically, the Dubai Chocolate trend illustrated how digital culture can localize global food trends, creating short yet intense consumption waves that influences MSME product innovation. Theoretically, this research contributes to evolving AIDA application within viral marketing, suggesting that attention and desire phases may overlap in digital contexts due to instantaneous exposure and emotional contagion.

5. CONCLUSION

The study has explored the factors behind the popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta, and examined its implications on contemporary culinary trends. Through the application of the AIDA model and qualitative insight from both survey data and interviews, it is evident that the product popularity is not merely rooted in its taste or origin but more significantly in the emotional, social, and digital dynamics surrounding it. Factors such as social media virality, influencer endorsement, aesthetic packaging, and the sense of exclusivity have been shown to greatly influence consumer behavior, especially within the Attention, Interest, and Desire phases. The Action phase was typically executed through social commerce channels, such as friends or local resellers, rather than formal retail platforms highlighting how community-driven access plays a key role in trend adoption among Gen Z.

The popularity of Dubai Chocolate has also demonstrated broader implications in shaping local culinary behavior. Its influence extends beyond consumption and into product innovation and marketing strategies among small and medium-sized food businesses. Inspired by the viral momentum of Dubai Chocolate, local entrepreneurs have begun to replicate not only the flavors but also the storytelling, branding, and digital promotion techniques associated with it. This signifies a paradigm shift in how food products are positioned—not as commodities, but as social experiences tied to identity and lifestyle narratives. In this way, Dubai Chocolate operates as both a product and a cultural symbol, marking the increasing convergence of food, media, and youth culture.

Theoretically, this study offers a fresh perspective on the AIDA model by showcasing how each stage is now heavily mediated by social platforms and peer engagement. While AIDA traditionally followed a linear logic, the influence of viral content and digital culture can now amplify or even collapse these stages, creating rapid consumer action driven more by emotion and hype than rational evaluation. This could be seen as an emerging evolution of consumer behavior among digital-native generations.

In terms of implication, this study encourages culinary marketers and SME owners to reframe their product strategies—emphasizing visual branding, influencer collaborations, and emotional storytelling as core components of campaign design. Moreover, for future researchers, it is recommended to expand this study across different regions or apply comparative analysis between various viral food trends to explore whether similar patterns emerge. Quantitative extensions could also measure long-term brand loyalty and behavioral shifts post-virality, offering insight into whether trend-based products can sustain momentum or evolve into lasting culinary movements.

From a practical perspective, the study implies that culinary marketers should focus on visual storytelling, influencer collaboration, and emotional engagement to attract Gen Z consumers. Policymakers and MSME developers can also utilize such insight to foster creative digital entrepreneurship among youth. The research contributes

theoretically by refining the understanding of how AIDA functions within social media ecosystems, where emotional and social validation accelerate consumer actions.

For the further studies should explore cross-regional comparison of viral food trends, apply quantitative models to test long-term brand retention after virality fades, and investigate how localized adaptations can transform short-term trend into sustainable culinary innovations.

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