



Content Analysis of Culinary Creator @onebitebigbite on TikTok Social Media

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Abstract

TikTok is a popular platform for culinary content, but the creator's communication strategies are still little researched. This research aims to identify how food content creators use communication strategies in TikTok videos to attract attention, engage viewers, and increase interactions. Using a content analysis method, this study identifies strategic elements that contribute to effective creator communication. The analysis results reveal that the effectiveness of food content on TikTok depends on various specific communication aspects. Attractive visual support, fast and dynamic narratives, casual and communicative language use, and effective communication strategies to convince audiences are found to be effective in generating video appeal. Furthermore, optimal video shooting techniques, using hooks as attention points at the beginning of videos, and injecting innovative and dynamic editing techniques also play important roles in maintaining audience interest. This research confirms the importance of understanding platform attributes and audience interests when creating content, especially in the food category. These findings can serve as a reference for creators and digital communication practitioners to develop more effective content strategies that align with short video-based social media culture like *TikTok*.

Keywords: content analysis, content creator, culinary, social media, TikTok

INTRODUCTION

Social media has undergone rapid development, changing how individuals interact, seek information, and consume entertainment (Koay et al., 2022). Among various existing platforms, *TikTok* has emerged as one of the most globally dominant, known for its short video format that allows users to create and share content widely (Putriani et al., 2023). *TikTok*'s popularity is not limited to entertainment alone, but has also developed into an effective medium for information dissemination and promotion across various sectors, including the culinary industry (Nafsyah et al., 2022). In this context, content quality plays a crucial role, as attractive and relevant content is the key to effective message delivery and building strong communication with audiences (Nafsyah et al., 2022).

The phenomenon of culinary content creators on *TikTok* shows how individuals utilize this platform to review food and beverages, build audience interest, and even influence purchasing decisions or visits to specific culinary destinations (Kristianto et al., 2025). Popular culinary creators in Indonesia demonstrate diverse presentation styles, ranging from one-minute short reviews packed with information to approaches more focused on storytelling and comedy to attract viewer attention (2022). Their success in attracting and maintaining audiences demonstrates *TikTok*'s great potential as a digital marketing medium and public opinion formation in the culinary field.

The TikTok account @onebitebigbite, which is managed by SERLY, is one of the culinary creator accounts that has gained public attention because of its expressive and unique communication style. With a follower count that has surpassed 600,000 and more than 500 videos uploaded by 2025, the account shows consistency in shaping digital identities through distinctive expressions such as the slogan *DARDERDOR*. This kind of communication style is not just entertainment, but a form of linguistic strategy known in the study of food vlogging as the use of hyperbole and interjection to reinforce sensory and emotional effects on the audience

(Prastya, 2023). The use of interjections such as “hmm”, “wow”, or other expressive sounds in food reviews has also been found to be an effective paralinguistic method of conveying satisfaction or dislike for food (Sullivan et al., 2023). In the context of digital marketing, this kind of emotional expression plays a big role in building a parasocial connection between creators and audiences, which in turn increases credibility and trust (Shoukat et al., 2023). In addition, personal branding with unique phrases is also an important communication strategy in shaping the image of culinary accounts, as found on other TikTok accounts such as @jihannnpp with the word *camatmam* as a verbal identity (Oktaviany et al., 2023). This approach is in line with digital identity theory, where linguistic symbols become part of the branding narrative (Boeker & Urman, 2022). Thus, the @onebitebigbite account can be studied as a contemporary representation of digital communication strategies in the culinary world based on short video content (Luo et al., 2023).

The success of creators like @onebitebigbite on *TikTok* does not only depend on visual quality or attractive narratives. *TikTok*'s algorithm is designed to keep users engaged by showing videos they are most likely to enjoy, based on various interaction signals (Lang, 2025). This algorithm prioritizes content relevance over creator popularity alone. Signals such as likes, comments, follows, and viewing duration on specific videos determine which videos appear on users' “*For You*” page (FYP) and in what order (Lang, 2025). Even actions like rewatching or sharing videos have greater weight in the algorithm compared to merely liking or following (Lang, 2025).

Previous research has explored general trends in culinary content on *TikTok*, such as the use of humor and expressive language (Hidayanti et al., 2025), as well as the platform's algorithm and its impact on content visibility (Lang, 2025). However, these studies often focus on broad patterns rather than examining the unique techniques employed by individual creators. For example, while some research highlights the importance of visual and narrative elements, few studies investigate how these components work together to sustain audience engagement. This study fills these gaps by providing a detailed analysis of @onebitebigbite's content, including its use of interjections, cinematic visuals, and dynamic storytelling.

The novelty of this research lies in its creator-centric approach, which offers a granular understanding of how specific strategies—such as expressive language and high-quality production—contribute to audience engagement. Additionally, the study explores the role of micro-engagement signals, such as rewatching and sharing, in amplifying content reach. The findings aim to provide actionable insights for content creators, digital marketers, and businesses seeking to optimize their culinary content on *TikTok*. By bridging the gap between academic research and practical application, this study contributes to a deeper understanding of effective communication strategies in the fast-evolving world of social media.

METHOD

This research uses a qualitative approach with descriptive research type. The qualitative approach was chosen because it aims to understand social phenomena and human behavior in depth, exploring information comprehensively without using complex statistical analysis (Wibowo, 2025). The descriptive qualitative method will be used to describe facts and characteristics of @onebitebigbite account video content on TikTok, including presentation styles and audience interaction patterns, systematically, factually, and accurately (2017).

The object of this research is video content uploaded on the TikTok account @onebitebigbite. This account was chosen because of its popularity as a culinary creator with significant number of followers and videos, as well as distinctive and expressive presentation style (Serly, 2025).

The theory used in this research is content analysis. Content analysis is a method that helps researchers understand information from various data sources, including videos, to identify patterns, themes, or hidden meanings (Sean, 2024). This method allows researchers to gain deep understanding of the messages conveyed, their context, and their effects on audiences (2017).

Data collection techniques in this descriptive qualitative research include:

1. **Observation:** Researchers conduct direct observations of video content uploaded by the @onebitebigbite account on TikTok. Observation includes examining the types of food reviewed, locations, video duration, visual elements (cinematography, editing), audio elements (background music, voice over), and the use of verbal and non-verbal language by the creator (2022).
2. **Documentation:** Data will be collected through documentation of selected videos from the @onebitebigbite account, as well as screenshots or notes from the comments section to analyze audience interaction patterns.

RESULTS AND DISCUSSION

Profile of @onebitebigbite Account

The TikTok account @onebitebigbite is one of the leading culinary creator accounts on the TikTok platform, managed by an individual named Serly (Serly, 2025). This account has a very large follower base, recorded as more than 600,000 followers, and has uploaded a large number of video content, namely 514 videos (Serly, 2025).

The account's popularity is also reflected in the total likes reaching more than 30 million. The account's distinctive slogan is "Reviewing food in ONEBITE at a time. The key is DARDERDOR!!!" (2025). This slogan directly reflects the presentation style and content focus, namely food reviews with expressive big bites, accompanied by energetic language style full of interjections. The content presented often consists of food reviews from various restaurants.

Characteristics of @onebitebigbite Culinary Content

The culinary content presented by the @onebitebigbite account has distinctive characteristics that differentiate it from other creators on TikTok. These characteristics include review focus, expressive language use, and energetic presentation style.

The main focus of the content is in-depth food reviews, often highlighting specific dishes such as tsukemen at Okiboru restaurant, New York City (2025). In their reviews, the creator not only describes taste, but also texture (for example, "thick chewy noodles"), dish components (thick broth from chicken and fish), and even serving uniqueness (for example, how noodles stick to the broth) (2025).

One of the most prominent features of @onebitebigbite content is the use of rich and expressive interjections (Hidayanti et al., 2025). Analysis shows the presence of five different types of interjections in their content: disappointment, exclamation, surprise, relief, and shock. Examples of disappointment interjections include "Sayangnya" and "Hadeuhh", used to show dissatisfaction with certain aspects of food. Exclamation interjections like "Rek!", "Woi!", "Bro!", and "Cuy!" are used to attract audience attention and build emotional closeness with casual and informal style.

Video Presentation Style of @onebitebigbite

The video presentation style of @onebitebigbite is one of the key factors contributing to the attraction and success of the account. This presentation combines strong visual and verbal elements, creating an immersive viewing experience.

Visually, @onebitebigbite videos are often praised for their cinematic quality and good camera work (Serly, 2025). Popular culinary videos on TikTok often use techniques such as wide lenses, high frame rates (minimum 60 fps), rotating camera movements, and zoom to create aesthetic and attractive appearances.

Verbally, the creator uses descriptive and expressive voice over. Food descriptions are not only informative but also sensory-arousing, such as when describing tsukemen noodles as "thick chewy" and broth as "warm, concentrated broth made of chicken and fish" (Serly, 2025). The previously mentioned interjections are important components of this verbal style, adding emotion and personalization to reviews.

Audience Interaction Patterns of @onebitebigbite

Audience interaction patterns with culinary content from the @onebitebigbite account show high engagement levels, which is an important indicator of success on the TikTok platform. This account has accumulated more than 30 million likes and has more than 600 thousand followers. @onebitebigbite videos also generate thousands of comments and are widely shared (Serly, 2025).

Audience comments often reflect appreciation for content quality and creator's presentation style. Users praise aspects such as camera movement and copywriting. Many consider @onebitebigbite as the "best foodblogger" with the best creative cinematics that always "make you want the food" (Serly, 2025).

The interaction pattern also shows audience desire to try culinary recommendations from the creator. Comments stating that videos "always make you want the food" indicate that @onebitebigbite content has strong persuasive power, encouraging audiences to seek and taste the reviewed dishes.

Content Characteristics Analysis

Table 1. Video Content Characteristics

Characteristic	Description	Example
Content Focus	In-depth food reviews, highlighting specific dishes and detailed culinary experiences	Tsukemen review at Okibaru NYC, description of noodles, broth and chashu
Expressive Language Use	Rich in interjections to convey emotions and build closeness	Disappointment interjections (sayangnya, hadeuhh), exclamations (Rek!, Woi!, Bro!, Cuy!), relief (Gong!, beuhh, Yaa, Buset?!)
"DARDERDOR" Style	Energetic, direct and enthusiastic presentation	Account slogan: DARDERDOR!!!
Video Quality	Cinematic visuals, good camera quality and neat editing	Audience comments praising camera work and best creative cinematics
Humor	Often uses humor as an effective technique to increase engagement	Significant use of humor related to audience engagement

Source: The data in this table was collected through content analysis

Research Implications

The findings regarding content characteristics, presentation style, and audience interaction patterns of the @onebitebigbite account have several important implications. First, the use of highly expressive language, especially interjections, is an effective communication strategy in conveying emotions and building closeness with audiences. This shows that in

digital communication, especially on platforms like TikTok that rely on visual-audio speed and impact, informal and emotional language can be a powerful tool to attract attention and maintain engagement.

Second, high video production quality, including cinematography and neat editing, not only enhances content aesthetics but also significantly influences audience perception of professionalism and video attractiveness. Audience praise for camera movement and creative cinematography shows that investment in visual quality is key to differentiating oneself in the ocean of content on TikTok.

Third, strong audience interaction patterns, marked by high numbers of likes, comments, and shares, as well as brand collaborations, show that @onebitebigbite content successfully triggers deep engagement. This engagement goes beyond passive consumption; audiences actively respond, praise, and are even inspired to try culinary recommendations.

CONCLUSION

This research analyzed the culinary content of the TikTok account @onebitebigbite using descriptive qualitative methods and content analysis, revealing that the account, managed by SERLY, has garnered a significant follower base and extensive video library. The content is characterized by in-depth, detailed food reviews and highly expressive language, with frequent use of interjections to convey emotion and foster closeness with viewers. The distinctive energetic “DARDERDOR” style, combined with a strong blend of visual and verbal elements, creates an immersive and entertaining viewer experience. High audience engagement is evident through large numbers of likes, comments, and shares, especially rewatching and sharing behaviors, which are favored by TikTok’s algorithm. Future research could explore comparative analyses of communication strategies across different culinary creators on TikTok to better understand the diversity of successful engagement techniques within this platform.

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