

The Narrative Paradigm in TikTok Content: A Case Study of @Harbie16's Storytelling Strategy in Reconstructing the Image of a Quiet Restaurant

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Keywords	Abstract
narrative paradigm, storytelling, TikTok, image reconstruction, quiet restaurant.	The rapid development of social media, particularly TikTok, has created new forms of digital communication where storytelling serves as a primary means of building emotional engagement and shaping audience perception. A compelling phenomenon is the emergence of content that elevates quiet, empty restaurants and transforms them into narratives rich with values of struggle, hope, and perseverance. The TikTok account @harbie16 consistently employs storytelling to convey narratives about less-popular restaurants, potentially reshaping their public image. This study aims to analyze the narrative elements used in @harbie16's TikTok content, understand the role of storytelling strategies in reconstructing the image of a quiet restaurant, and examine audience interpretations of the conveyed narrative. This research employed an interpretive paradigm with a qualitative approach and a case study method. The primary theoretical framework is Walter Fisher's Narrative Paradigm, specifically the concepts of narrative coherence and narrative fidelity. Data collection was conducted through digital observation of TikTok content, documentation, and analysis of audience responses in the form of comments and other digital interactions. The findings reveal that storytelling, built through elements of characters, conflict, storylines, and solutions, creates coherent and high-fidelity narratives that are well-received by the audience. The narratives play a significant role in shifting negative perceptions of quiet restaurants into a more positive image by forming new meanings based on empathy and shared social experience. This research contributes to the development of digital communication, storytelling, and narrative paradigm studies, and serves as a reference for business actors and content creators in building an image through social media.

INTRODUCTION

The phenomenon of restaurants with empty visitors is one of the interesting problems in the context of digital communication (Gonzalez et al., 2022; Jiwasiddi et al., 2024; Limberger et al., 2025; Öksüz et al., 2025; Oren et al., 2024; Silvestre et al., 2025). Restaurants that look deserted are often not only understood as business spaces that are less successful in attracting customers, but can also form a negative perception in the public's mind. In general, quiet restaurants are often associated with poor food quality, unattractive service, strategic location, or lack of visual appeal. In fact, the quiet condition of visitors is not always directly related to the quality of food. Restaurants can become quiet due to limited promotion, low digital visibility, weak brand recognition, less exposed locations, or the absence of a narrative that is able to connect the restaurant to the public's attention (Kien & Tran, 2023; Koskinen, 2025; Lamghate, 2025; Llanera, 2023; Sheshukova, 2025).

In the digital era, the image of a restaurant is no longer only shaped through the direct experience of consumers who come to the restaurant, but also through the narrative circulating on social media. Social media has become a communication space that has a great influence on public perception because it allows information, experiences, reviews, and stories about a place to eat to spread quickly to a wide audience. DataReportal notes that Indonesia has around 230 million internet users by the end of 2025, with an internet penetration rate of 80.5 percent, as well as 180 million active social media user identities by October 2025. This condition shows that social media has become an important part of the lives of the Indonesian people and can affect the way the public recognizes, assesses, and responds to a social object, including restaurants.

Among various social media platforms, TikTok is one of the most prominent mediums in the dissemination of short video-based content (Agbetoba, 2025; Lartigue et al., 2026; Lei et al., 2025; Li et al., 2024; R. Zhang, 2025; Y. Zhang et al., 2025, 2026). DataReportal shows that by the end of 2025 TikTok will have an ad reach of around 180 million users aged 18 and above in Indonesia, while Instagram has around 108 million users in Indonesia. Noting that this figure is advertising reach and not entirely equal to the number of monthly active users, this data still shows that TikTok has a greater reach than Instagram in the context of Indonesia's digital audience. TikTok is also reported to reach 88.9 percent of Indonesia's adult population, while Instagram reaches 49.7 percent of Indonesia's adult population.

TikTok's strength lies not only in the number of its users, but also in the character of its platform which is based on short videos, the For You Page algorithm, visuals, sounds, text and a dense narrative (Hou et al., 2025; Koç, 2023; Robertson, 2026; Zhu et al., 2024). Unlike Instagram, which has long been known as a photo-based visual platform and social network, TikTok allows a piece of content to reach a wide audience even if the creator doesn't always have a direct relationship with that audience. Studies on TikTok's algorithm show that content recommendations are influenced by user engagement signals, such as engagement, upload time, hashtag usage, and audience interaction patterns with content. This makes TikTok a potential space for culinary content to gain visibility, especially when the content has a strong storytelling power and is able to build an emotional response.

In the culinary context, TikTok content is no longer limited to food promotions, taste reviews, prices, or restaurant locations. Culinary content can also be packaged as a story that features characters, conflicts, settings, atmospheres, hopes, and changes in circumstances. The phenomenon of quiet restaurants that later became crowded after receiving social media attention shows that social media can function as a space for image reconstruction. Some news reports show that restaurants or taverns that were previously quiet can gain increased public attention after their stories are raised by content creators or go viral on social media. In the international context, a similar phenomenon is also seen in figures such as Keith Lee, a TikTok food reviewer who is known to have a big impact on small or independent restaurants he reviews. Eater's coverage mentions that Keith Lee's reviews can affect a restaurant's fate, while Bon Appétit describes the term "Keith Lee Effect" as a restaurant experiences an increase in visits after receiving positive reviews from him.

Nonetheless, content creators who specifically and consistently place quiet restaurants as the main focus of content are still relatively rarely discussed in academic research. A lot of culinary creator content generally features viral restaurants, popular foods, aesthetic eateries,

new menus, or trending culinary. Content about quiet restaurants often emerges as a specific case or episodic content, but it has not been widely studied as a storytelling strategy that has an image-reconstructing pattern, value, and function. Therefore, the TikTok account @harbie16 become interesting to research because it explicitly positions itself as a creator who helps audiences find a "good quiet restaurant" and brings an "*anti-jelekin resto*" approach in its content. The public profile information @harbie16 also displays the claims "Help you find a delicious *SEPI* restaurant" and "*ANTI JELEKIN RESTO*", which reinforces the relevance of this account as an object of research.

Based on initial observations of a number of @harbie16 content, it can be seen that the communication strategy used is not built through criticism that brings down restaurants. Harbie does not highlight negative sentences such as food that lacks spices, is not tasty, less attractive, or lacks certain menus. On the contrary, the narrative built is more directed at highlighting positive aspects, such as good food, "champion" menus, a vicious atmosphere, and restaurant owners' efforts to maintain their business. This pattern is important academically because it shows a storytelling strategy that is different from the culinary review format that is oriented towards taste assessment alone. @harbie16 content not only reviews food, but also frames a quiet restaurant as a story worth hearing, understanding, and supporting.

Another strength of @harbie16 content lies in its efforts to present restaurant owners as part of the story. In several videos, Harbie not only comes, orders food, and gives ratings, but also talks to restaurant owners, delves into the origins of the business, knows the story behind the restaurant, and shows the owner's struggle in dealing with the quiet conditions of visitors. Thus, restaurant owners are not only present as business actors, but as narrative actors who have backgrounds, experiences, conflicts, and expectations. Restaurants that could initially be perceived as ordinary places to eat or places that are less in demand are then reframed as spaces of struggle, perseverance, and human values.

This kind of approach makes @harbie16 relevant content analyzed through a narrative paradigm. In the narrative paradigm, stories are understood as human beings constructing meaning over social reality. Content about a quiet restaurant not only conveys factual information about the food and location, but also builds a story about who the owner is, what problems are being faced, how the restaurant is surviving, and why audiences need to see the restaurant in a different way. Elements of characters, conflicts, plots, settings, and resolutions are important because through these elements the image of the restaurant can be reconstructed from a "quiet restaurant" to a "restaurant worth supporting".

Thus, this research is important because it departs from the gap between social phenomena and academic studies. On the one hand, TikTok has become a very influential platform in shaping public attention to culinary content. On the other hand, research on TikTok storytelling still focuses a lot on promotion, engagement, personal branding, or digital marketing, while studies that specifically examine how storytelling is used to reconstruct the image of a quiet restaurant are still limited. The research on @harbie16 accounts is expected to shed light on how storytelling strategies are constructed, how narrative elements are used, and how positive narratives about quiet restaurants can reshape public perceptions in the digital space.

This study offers a novel contribution by extending previous TikTok communication research beyond promotional effectiveness and consumer engagement toward storytelling as a

strategic mechanism for reconstructing the image of quiet restaurants. Unlike earlier studies that predominantly examine social media from marketing or branding perspectives, this research integrates Walter Fisher's Narrative Paradigm, particularly the concepts of narrative coherence and narrative fidelity, to explain how positive storytelling reshapes public perceptions of restaurants with low visitor traffic. By focusing on the unique case of the TikTok account @harbie16, which consistently promotes under-visited restaurants through empathetic narratives rather than conventional promotional approaches, this study contributes both theoretically to narrative communication literature and practically to digital communication strategies for small and independent culinary businesses.

Problem Identification

Based on the background of the above problems, the problems identified are as follows:

1. The phenomenon of empty restaurants often forms a negative perception in the public's mind, as if the restaurant is less attractive, less quality, or less worth visiting, even though quiet conditions are not always directly related to the quality of food and service.
2. In the digital era, restaurant imagery is no longer only shaped through direct consumer experiences, but also through narratives, visuals, reviews, and stories circulating on social media.
3. TikTok is one of the social media platforms that is increasingly influential in shaping public attention and perception because of its characteristics based on short videos, recommendation algorithms, audio-visuals, comments, and potential virality.
4. Culinary content on social media in general highlights popular restaurants, viral food, aesthetic dining places, or menu promotions, while content that specifically raises restaurants with empty visitors is still relatively rarely the focus of academic studies.
5. The TikTok account @harbie16 shows the peculiarity of presenting quiet restaurant content because it does not use a narrative that drops the food or the restaurant owner, but rather highlights the positive side of the food, the story of the restaurant owner, the origin of the business, and the value of the struggle behind the restaurant.
6. The storytelling strategy used @harbie16 not only serves as a culinary review, but also has the potential to reframe the image of a quiet restaurant into a restaurant that deserves attention, support, and visit.
7. There hasn't been much research that has specifically examined how narrative elements such as characters, conflicts, plots, settings, messages, and resolutions are used in TikTok content to reconstruct the image of a quiet restaurant.
8. There is not yet a deep understanding of how Walter Fisher's Narrative Paradigm, particularly narrative coherence and narrative fidelity, can be used to read @harbie16 storytelling strategies in building a new image of quiet restaurants.

Problem Limitations

In order for the research to be more directed and not too broad, this research is limited to the following: This research is only focused on TikTok content of @harbie16 accounts that raise the theme of quiet restaurants or restaurants that experience minimal visitors.

This study discusses storytelling strategies in @harbie16 content, especially character elements, settings, conflicts, plots, messages, resolutions, and how creators display food and restaurant owners without building a narrative that is falling.

The research analysis is limited to the process of reconstructing the image of a quiet restaurant through Walter Fisher's Narrative Paradigm, especially aspects of narrative coherence and narrative fidelity. The study did not address the quantitative impact on sales, number of visitors, profitability, or the effectiveness of restaurant marketing.

Problem Formulation

Based on the above background, the formulation of the problem in this study is:
How is the storytelling strategy on the TikTok account @harbie16 in reconstructing the image of a quiet restaurant through narrative elements and Walter Fisher's paradigm?

Research Purpose and Objectives

Research Intent

This research is intended to understand in depth the storytelling strategies used by TikTok @harbie16 accounts in building narratives about restaurants that are deserted by visitors. Through this research, @harbie16 content is not only understood as a culinary review, but as a digital communication practice that reframes the image of a quiet restaurant through stories about food, restaurant owners, business origins, struggles, hopes, and the value of empathy. Using Walter Fisher's Narrative Paradigm, this study is directed to examine how the stories conveyed in the TikTok content are built coherently, have values that the audience can trust, and play a role in reconstructing the image of restaurants that were previously perceived as quiet or less in demand into restaurants that deserve attention and support.

Research Objectives

The purpose of this study is to analyze the storytelling strategy of @harbie16 TikTok account in reconstructing the image of a quiet restaurant through narrative elements and Walter Fisher's Narrative Paradigm.

Specifically, the goal is directed at understanding how character elements, settings, conflicts, plots, messages, and resolutions are constructed in @harbie16 content; how narrative coherence and narrative fidelity emerge in the story being told; and how a positive narrative that does not drop food or restaurant owners can reframe the public's perception of quiet restaurants. Thus, this research is expected to explain the narrative communication process that makes TikTok a space for the formation of meaning and reconstruction of restaurant images in the digital era.

METHOD

This research employed an interpretive-constructivist paradigm, which views social reality as a product of meaning constructed through communication processes. This paradigm assumes that reality is not objective and singular but is shaped through the interaction of symbols, language, and narratives produced and interpreted by individuals in their social contexts. In this study, the image of a quiet restaurant is understood as a social construction formed through digital storytelling practices on TikTok. The content produced by @harbie16 is not viewed merely as a representation of reality but as a process of interpretation that reframes the restaurant's condition through a specific narrative. The approach is qualitative and descriptive-interpretive, with a case study design chosen to explore the @harbie16 phenomenon holistically, considering the social, cultural, and digital contexts.

The research was conducted from March 2026 to June 2026, with data collection focused on @harbie16 TikTok content published between January 2026 and May 2026. The research location is virtual, specifically the TikTok platform, particularly the @harbie16 account. The units of analysis include: (a) TikTok video content featuring narratives about quiet restaurants; (b) the narrative structure in each video, including characters, setting, plot, conflict, resolution, moral message, and elements of coherence and narrative fidelity; and (c) audience responses, such as comments, likes, shares, and digital interaction patterns

Data collection techniques include digital ethnography, through systematic observation of upload patterns, storytelling style, and use of visuals, audio, and text; documentation, by downloading, storing, and archiving TikTok videos, captions, hashtags, and interaction statistics; and literature studies from relevant journals, books, and theses. Data analysis employs narrative thematic analysis, combining narrative analysis and thematic analysis approaches. The analysis stages are: (1) Data Reduction, focusing on videos that explicitly discuss quiet restaurants; (2) Data Coding, encoding the story structure, main theme, moral values, emotional patterns, and rhetorical strategies; (3) Theme Categorization, grouping codes into major themes such as narratives of struggle, empathy, injustice, and hope; (4) Interpretation of Meaning, interpreting how narratives shape the meaning and image of restaurants; (5) Narrative Coherence and Fidelity Analysis, assessing the consistency of the storyline and the story's alignment with audience experience; and (6) Conclusion, systematically compiling research findings based on the narrative patterns found. The analysis is carried out iteratively between empirical data and theoretical frameworks.

RESULTS AND DISCUSSION

Grouping Stories by Characters and Restaurants

The analysis of the attached videos reveals that @harbie16's storytelling strategy is constructed through a positive, empathetic, and non-judgmental narrative towards restaurants. The videos explicitly frame quiet restaurants not as "bad" restaurants but as culinary ventures that have yet to gain public visibility. The core data can be grouped into three main stories: RM The Kiem Djie with the character Oma Venti, Bakmi Roemahan with the character Ko Theo, and the burger and hautedog business with the characters Pak Dody and Mrs. Ryana. [*Kom Rev: Memperkuat kalimat pembuka dengan menyatakan temuan utama.*]

Table 4.1 Segmentation of Videos Based on Similarities in Stories and Characters

Groups	Restaurant/Business	Characters	Video Code	Story Focus
K1	RM The Kiem Djie	Oma Venti	V12, V13, V14	A quiet third-generation family Chinese food restaurant, but it has a delicious menu and a strong family business story.
K2	Noodles Roemahan	Ko Theo	V5, V7, V8, V9, V10, V11	The hidden noodle shop with low sales, then gained attention after the story was picked up by Harbie.
K3	Hidden burgers and houtedogs	Mr. Dody and Mrs. Ryana	V2, V3, V4, V6	A burger business in a quiet alley, managed by a married couple with a narrative of

Groups	Restaurant/Business	Characters	Video Code	Story Focus
				surviving in the midst of difficult economic conditions.
K4	Indonesian shops/cuisine in China	Pak Lu De Ling and Cici Rui Jin	V1	Supporting content that shows Harbie's patterns delves into the origins, life history, and emotional ties in culinary stories.

Source: Processed by the authors based on observations of TikTok account @harbie16 (2026).

The Story of RM The Kiem Djie and the Figures of Oma Venti

The first group of stories centers on RM The Kiem Djie with the main character Oma Venti. Stories in this group appear in three videos, namely Video 1 - Narration, Video 1 - After, and Video 1. In the initial video, Harbie shows a Chinese food restaurant that looks quiet at mealtimes. The condition of the empty dining room is the opening of the narrative conflict. Restaurants are not immediately judged badly, but are placed as places that have not received public attention according to their quality and history.

The character of Oma Venti is shown as the owner and successor of the family business. In the video, Oma Venti is told as the third generation to continue her family's restaurant. The story of the origins of the business, the process of learning to cook, and his desire to preserve the family heritage are important elements that transform the restaurant from just a place to eat into a family story room. Harbie not only tastes the food, but also sits down to talk to Oma Venti and makes room for the restaurant owner's experience to emerge in the narrative.

The food in this video serves as narrative evidence. Menus such as fried noodles, kekian, and other Chinese food dishes are visually displayed with an emphasis on positive taste. Harbie doesn't use a down-to-earth narrative, but highlights that the food has a flavor worth trying. Thus, the initial image of a quiet restaurant began to shift into a family restaurant that had quality food, history, and emotional value.

The follow-up video shows a change in atmosphere. The restaurant, which was previously shown as quiet, then seemed more crowded after Harbie's video gained attention. This change strengthens the story resolution structure. In this group, the narrative flow moves from a quiet restaurant, the introduction of the character of Oma Venti, food proofing, the excavation of family stories, an invitation to support, to the emergence of changes in public attention. RM The Kiem Djie's story shows that image reconstruction is built through a combination of good food, family history, and empathy for restaurant owners.

The Story of Bakmi Roemahan and the Character of Ko Theo

The second group of stories was the most in the data, namely six videos about Bakmi Roemahan with the character Ko Theo. The videos in this group show stories that develop from the condition of the noodle shop to the condition of the noodle shop, the hidden location, the low sales, to the state after the shop received the attention of the audience. Because it appears in several videos, Bakmi Roemahan's story needs to be read as a series of narratives, not as separate videos.

The main conflict in this group is the quiet stall even though the food sold is shown as delicious. In several videos, Harbie shows a simple shop atmosphere, empty seats, and

locations that are not too strategic or quite hidden. Ko Theo is shown as a business owner who continues to sell even though the number of buyers is small. The narrative about health conditions, limited locations, and the struggle to open a shop makes the conflict not only understood as a sales issue, but as a story about the resilience of a small business actor.

Roemahan's noodle food is displayed as an element of proof. Harbie showed noodles, toppings, fried dumplings, fried meatballs, as well as textures and tastes that were considered positive. The narrative towards food is not directed at the shortcomings, but at the superiority of taste and the feasibility of trying. This strategy is important because it reinforces the message that a quiet restaurant or tavern doesn't necessarily mean the food isn't good. In the case of Ko Theo, the silence of the shop was attributed to a lack of visibility, a hidden location, and the untold story of the shop to the public.

The follow-up video shows the phase after Harbie's content spreads. The previously quiet shop began to crowd, the number of orders increased, and Ko Theo was emotionally displayed when he saw the change. In some footage, it appears that the condition of the empty table is changed to a shop filled with visitors. There is also a narrative about the number of portions that increased after the video was uploaded. Narratively, this section is a strong resolution because it shows that storytelling not only builds an image, but also generates social support from the audience.

The character of Ko Theo in this story serves as a center of empathy. He not only appears as a noodle seller, but as a person who has a background of problems, hopes, and gratitude. Harbie acts as a narrator as well as a liaison between Ko Theo and the TikTok audience. Thus, the image of Bakmi Roemahan is reconstructed from a quiet hidden shop into a delicious homemade noodle shop, has a story of struggle, and deserves support.

The Story of Burger and Hatedog with the Characters of Mr. Dody and Mrs. Ryana

The third group of stories centers on the burger and hatedog business managed by Mr. Dody and Mrs. Ryana. This story appears in four videos. The videos show burger businesses located in alleys or less visible locations, with quiet visitor conditions. Like the previous two groups, Harbie does not start the story with a negative assessment of food, but rather by raising the issue of loneliness as an initial conflict that needs to be understood further.

Mr. Dody and Mrs. Ryana are shown as a couple who are trying to maintain their culinary business. In the video, Harbie shows the process of cooking burgers, the appearance of the menu, the atmosphere of the place, and the interaction with the owner. The narrative of declining economic conditions and the decision to continue selling reinforces the dimension of the conflict. The restaurant or burger business is not only a place to eat, but also a space for the struggle of the business owner's couple.

The food displayed includes large burgers, hatedogs, tater tots, hash browns, and other menus that are emphasized in terms of taste, texture, and appearance. Harbie presents food with evocative visuals and positive comments. No narrative pattern was found that dropped the taste of food. This shows that Harbie's communication strategy is to strengthen strengths and potentials, not look for the restaurant's weaknesses.

In the follow-up video, it can be seen that there is a change in the atmosphere from quiet to more crowded. The owner is shown smiling and telling of an increase in production or order. The change confirms that the story of a quiet restaurant has a clear narrative resolution. In this group, the image of the burger business is reconstructed from a hidden business that is not

visible to the public to a business that has an attractive menu, persistent owners, and hopes to continue to grow.

Supporting Video: Pak Lu De Ling and Cici Rui Jin

One attached video features Pak Lu De Ling and Cici Rui Jin in the context of Indonesian cuisine in China. This video is not used as the core data of quiet restaurants because it does not focus on restaurants with empty diners like the three main groups. However, this video is still analyzed as supporting data to read Harbie's storytelling pattern. In the video, Harbie doesn't just show food or products, but delves into the character's life history, identity, family relationships, and emotional experiences.

This video shows a pattern consistent with Harbie's style, where food is used as an entrance to present a human story. Harbie brings together culinary visuals with character origin stories, past experiences, and emotional values. While not the core data on a quiet restaurant, this video reinforces the finding that Harbie's uniqueness lies in how to build a positive story, not in the down-to-earth criticism.

Common Patterns of Storytelling in Attached Videos

From the three main story groups, a general pattern of storytelling was found that was relatively consistent. First, the video opens with a marker of the problem, namely a restaurant or culinary business that is quiet, hidden, or lacking in attention. Second, Harbie enters as a narrator who wants to prove whether the restaurant is worth visiting. Third, food is shown positively as proof that quiet conditions do not automatically indicate poor quality. Fourth, restaurant owners are presented as figures who have backgrounds, conflicts, and hopes. Fifth, the video closes with a message of support, an invitation to try, or a description of the change after the restaurant has gained attention.

The pattern shows that Harbie builds the story with an easy-to-understand plot. A quiet restaurant is placed as the initial conflict, the food becomes the evidence, the owner becomes the emotional actor, and the audience's support becomes the direction of the resolution. With this kind of structure, videos serve not only as food reviews, but also as social narratives about small businesses that the public hasn't seen yet.

Table 4. 2 Common Storytelling Patterns @harbie16 Based on Attached Videos.

Story Stage	Shapes in Video	Narrative Function
Story opener	The restaurant/tavern looks quiet, hidden, or doesn't have many customers.	Build initial conflict and audience curiosity.
Introduction of characters	Restaurant owners are introduced through name, age, business background, or personal story.	Transforming the owner from an ordinary seller into an actor of the story.
Food proof	Food is tried and presented positively through visuals, texture, and flavor response.	Refuting the assumption that quiet restaurants are definitely not good.
Story excavation	Harbie talks to the owner about his origins, difficulties, and hopes.	Build emotional dimensions and empathy values.
Resolution	Follow-up videos show a change in attention, a crowded shop, or audience support.	Reconstructing the image of a restaurant from quiet to worthy of support.

Source: Processed by the authors based on TikTok content analysis of @harbie16 using Walter Fisher's Narrative Paradigm (Fisher, 1984; Fisher, 1987).

Narrative Coherence in Attached Videos

Narrative coherence can be seen from the connection between the beginning, middle, and end of the story. In the three main groups, the storyline always starts from a quiet state, continues with food proofing, owner introduction, story digging, and closes with a message of support or condition after the video gets attention. This structure makes the narrative easy to follow and doesn't feel disconnected.

Coherence is also seen in the consistency of Harbie's character as a creator who doesn't bring down restaurants. In the video about Oma Venti, Ko Theo, as well as Pak Dody and Ibu Ryana, Harbie maintains his position as a narrator who looks for the positive side of a lonely restaurant. He does not build the story through reproach against the food, but through an attempt to understand the context of the restaurant and its owner. This consistency strengthens the characterological coherence because Harbie's character as a storyteller remains stable from one video to another.

Materially, the story of the quiet restaurant in the attached video also corroborates each other. The case of The Kiem Djie, Bakmi Roemahan, and the burger business have a similar pattern, namely the restaurant is quiet not because of bad food, but because it has not been seen, the location is less strategic, or the story has not reached the public. The similarity of this pattern makes Harbie's narrative have a connection between videos and build a clear content identity.

Narrative Fidelity in Attached Videos

The fidelity of the narrative can be seen from the suitability of the story with values that are close to the social life of the audience. Stories about restaurant owners who continue to sell even though they are quiet, food that is actually good but not widely known, and small businesses that need support are stories that are easy to accept because they have the values of empathy, hard work, and social solidarity.

In the case of Oma Venti, narrative fidelity emerges through the story of maintaining the family restaurant and the legacy of the business. In Ko Theo's case, the fidelity of the narrative emerges through the story of a shop owner who had experienced difficulties, selling in a hidden location, but kept trying. In the case of Mr. Dody and Mrs. Ryana, the fidelity of the narrative emerges through the story of a business owner couple who survive in the midst of economic conditions and a less visible location. The three stories have a relatively similar moral value, namely that small businesses deserve a chance and a quiet restaurant should not be immediately perceived negatively.

The power of narrative fidelity is also reinforced by the way Harbie presents food in a positive way. When the food you try is narrated as delicious, decent, or has a taste advantage, the story becomes more believable because there is visual evidence and the experience of eating in the video. Thus, the audience is not only invited to feel compassion, but also given rational and emotional reasons to view the restaurant more positively.

Reconstructing the Image of a Quiet Restaurant

Based on the analysis of the attached video, the reconstruction of the image of a quiet restaurant occurred through a change in meaning. In the early stages, a quiet restaurant has the potential to be understood as a restaurant that is less in demand, less attractive, or lacks quality. Through Harbie's storytelling, the meaning is shifted to a restaurant that has not been seen, has good food, has a struggling owner, and deserves public support.

Image reconstruction did not happen just because Harbie said the food was delicious, but because the story was composed in its entirety. The restaurant owner is presented as a figure, quiet conditions become conflicts, food becomes evidence, and audience support becomes a resolution. Thus, the restaurant's image is reconstructed through a combination of culinary evidence and human stories.

Table 4.3 Pattern of Reconstruction of Quiet Restaurant Images

Stages	Shapes in Video	The Meaning of Image Reconstruction
Early images	Restaurants are quiet, less visible, or don't have many customers.	Restaurants have the potential to be perceived negatively.
Reframing	Harbie pointed out that being lonely does not automatically mean bad.	The problem is directed at visibility, not the quality of the food alone.
Proof	Food is tried and presented positively.	The audience gets a reason to reassess the restaurant.
Humanization of the owner	The restaurant owner is told as a struggling actor.	Restaurants acquire emotional and social value.
Resolution	Follow-up videos show increased attention or more crowded conditions.	Restaurants are understood as places worth trying and supporting.

Source: Processed by the authors based on research findings and narrative analysis using Walter Fisher's Narrative Paradigm (Fisher, 1984; Fisher, 1987).

The findings of the study show that storytelling @harbie16 work as an image reconstruction strategy through changing the perspective of lonely restaurants. In common perception, quiet restaurants are often associated with a lack of food quality or low appeal. However, in the attached video, Harbie frames the quiet restaurant as a place that hasn't gained attention, not as a place that isn't worth visiting.

If read through Walter Fisher's Narrative Paradigm, the videos show that the audience is not only receiving information about the restaurant, but following the story. The stories of Oma Venti, Ko Theo, as well as Mr. Dody and Mrs. Ryana show that food, location, owners, and quiet conditions are woven into a narrative that has a plot and value. Harbie not only gives taste reviews, but builds stories about the people behind the culinary business.

Narrative coherence arises because each story group has a coherent structure. Lonely restaurants are introduced as conflicts, food is presented as proof, restaurant owners are presented as figures, and audience support is the direction of resolution. This structure makes the story easy to understand and reinforces Harbie's position as a consistent narrator. A positive speaking style also makes the story not turn into a derogatory criticism, but rather an invitation to see the restaurant more fairly.

Narrative fidelity arises because the stories correspond to social values that are close to the audience. The value of hard work, the spirit of perseverance, support for small businesses, and empathy for restaurant owners are the basis for the acceptance of stories. In the Bakmi Roemahan video, for example, the audience not only sees a bowl of noodles, but also sees the struggle of Ko Theo who sells in a hidden location. In RM The Kiem Djie's video, the audience not only sees Chinese food, but also sees Oma Venti as the successor to the family business. In

the burger and hautedog video, the audience not only sees food products, but also sees Mr. Dody and Mrs. Ryana who continue to sell even though the conditions are not crowded.

This discussion shows that the image of a quiet restaurant can change when the story is built not only on the product, but also on the social and human context behind the product. Food remains important as proof of quality, but Harbie's main storytelling strength lies in the ability to connect food with the owner's story. In this way, the quiet restaurant is no longer positioned as a symbol of failure, but as a space of struggle that needs public attention.

Based on this discussion, a mini proposition can be formulated as follows: in TikTok culinary content, the image of a quiet restaurant can be positively reconstructed if the creator builds a coherent story, presents the restaurant owner as a narrative actor, displays food as proof of quality, and associates the story with the values of empathy, social support, and appreciation for the struggle of small businesses.

CONCLUSION

Based on the analysis of @harbie16's TikTok videos, it can be concluded that Harbie's storytelling strategy in reconstructing the image of a quiet restaurant is built through a positive, empathetic, and non-judgmental narrative. The videos demonstrate that quiet restaurants are not positioned as bad restaurants but as culinary ventures that have not gained public visibility and attention. The core data grouped into three main stories (RM The Kiem Djie with Oma Venti, Bakmi Roemahan with Ko Theo, and the burger business with Pak Dody and Mrs. Ryana) all follow a consistent pattern: starting from a quiet condition, followed by food proofing, excavating the owner's story, and ending with an invitation or proof of audience support. This pattern shows Harbie's use of clear narrative elements: characters (restaurant owners and Harbie as narrator), conflicts (quiet conditions, less strategic locations), a clear plot (finding the restaurant, trying the food, talking to the owner, delivering a message of support), and resolutions (change in public attention, increased visits). Judging from Walter Fisher's Narrative Paradigm, the videos have narrative coherence because the stories are arranged sequentially and consistently. They also have narrative fidelity because they are built according to social values close to the audience, such as empathy, hard work, support for small businesses, and appreciation for the struggles of restaurant owners. Thus, image reconstruction occurs when restaurants initially perceived as quiet or less desirable are reframed into restaurants that are delicious, have a story, have social value, and are worthy of support.

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