

Promoting Local Cuisine on Social Media: A Strategic Communication Approach

Wisnu Widjanarko^{1,a)}, Yusida Lusiana², S Bektı Istiyanto¹, Wiwik Novianti¹, Lartceva Natalia Evgenievna³

¹ Department of Communication Science, Faculty of Political and Social Sciences, Universitas Jenderal Soedirman, Indonesia

² Department of East Asian Studies, Faculty of Humanities, Universitas Jenderal Soedirman, Indonesia

³ Lobachevsky University, Russian Federation

^{a)} Corresponding author, e-mail: wisnuwidjanarko@unsoed.ac.id

DOI: <https://doi.org/10.18196/km.20763>

Article Info

Article history:
Received 6 Dec 2023
Revised 12 Mar 2024
Accepted 29 Mar 2024

ABSTRACT

The rise of food digitization has ushered in a new perspective on the culinary world. Local gastronomic traditions are now showcased globally through social media platforms, presenting opportunities and challenges in terms of cultural representation, authenticity, and global accessibility to diverse cuisines. This research aims to examine the complexities and dynamics involved in digitally promoting local culinary heritage. Its objective is to identify and outline strategies, challenges, and factors essential for navigating the digital culinary landscape. Findings underscore critical subjects including the tension between authenticity and global appeal, the impact of visual aesthetics, ethical dilemmas in representation, and the pivotal role of strategic communication and public engagement in digital promotion. The research underscores the significance of implementing advanced, rational, and strategically conveyed approaches to digitally promote local culinary heritage. In conclusion, this study offers valuable insights with significant implications for chefs, online advertisers, and individuals involved in cultural preservation amid the era of digital globalization.

Keywords: Local Culinary Heritage, Digital Culinary Promotion, Social Media Platforms, Strategic Communication

ABSTRAK

Kebangkitan digitalisasi makanan telah membawa kepada cara yang baru untuk melihat dunia kuliner. Tradisi kuliner lokal sekarang dipamerkan di tingkat global melalui platform media sosial. Ini menyajikan berbagai peluang dan tantangan dalam hal representasi budaya, keaslian, dan aksesibilitas global ke masakan yang berbeda. Penelitian ini bertujuan untuk memeriksa kompleksitas dan dinamika yang terlibat dalam mempromosikan warisan kuliner lokal secara digital. Tujuannya adalah untuk mengidentifikasi dan merumuskan strategi, tantangan, dan faktor yang perlu dipertimbangkan saat menavigasi lanskap kuliner digital. Temuan penelitian menekankan topik penting seperti bentrokan antara keaslian dan daya tarik global, pengaruh estetika visual, dilema etika dalam representasi, dan peran penting komunikasi strategis dan keterlibatan masyarakat dalam promosi digital. Penelitian ini menyoroti pentingnya menerapkan pendekatan canggih, rasional, dan strategis untuk mempromosikan warisan kuliner lokal secara digital. Singkatnya, studi ini menawarkan pengetahuan berharga yang memiliki konsekuensi penting bagi koki, pengiklan online, dan individu yang terlibat dalam konservasi budaya selama era globalisasi digital.

Kata Kunci: Warisan Kuliner Lokal, Promosi Kuliner Digital, Platform Media Sosial, Komunikasi Strategis

INTRODUCTION

The impact of the digital realm on the culinary landscape is indisputable, giving rise to a current debate concerning the conservation and advancement of local gastronomy within a globalized framework (Roy, 2020; Yildirim & Yildirim, 2023). The gastronomic sphere has experienced a significant shift, characterized by the dissolution of geographical boundaries and the ability of culinary traditions to transcend national borders via virtual platforms (Steils & Obaidalahe, 2020; Hjalager, 2022). The emergence of this phenomenon has led to a growing trend in the virtual exploration and experience of culinary arts, resulting in increased global attention towards local cuisines (Aher & Deshpande, 2020). However, it also presents simultaneous risks of cultural dilution and misrepresentation (Mann, 2020). The increasing importance of effectively navigating the digital landscape of the culinary industry has led to a clear need for creative solutions that combine strategic communication and public relations (Utami, 2018; Gusev, Polovova, & Pinsky, 2021). These solutions are essential for authentically and sustainably promoting local culinary heritage on social media platforms (Ilieş, 2023).

The literature sheds light on a tangible controversy surrounding the ambivalent nature of social media in the context of culinary promotion and preservation (Onorati & Giardullo, 2023). Digital platforms have revolutionized the accessibility and distribution of culinary knowledge, resulting in unprecedented opportunities (Bartelmeß & Godeman, 2022). The emergence of various digital platforms, such as websites, online media applications, and social media, has played a crucial role in shaping the communication and consumption of culinary content (Kencana & Meisyanti, 2020; Susanti & Dwihantoro, 2022). However, it is important to acknowledge the documented challenges that have emerged, including the misappropriation of culinary heritage and the homogenization of unique culinary cultures (de Suremain, 2019; Porciani & Montanari, 2019). There is a discernible increase in the utilization of social media platforms to promote culinary ventures (Verdeguer, et al., 2014; Lepkowska-White, 2017). However, the extent and genuineness of these promotional efforts have been subjected to critical examination (Sinha et al, 2018; Hernandez, et al., 2022). The current digital age necessitates the development of effective strategies to minimize potential drawbacks and maximize the advantages of online platforms (Hussain et al., 2023). Academic investigations often prioritize the promotional elements or the preservation difficulties, requiring a holistic approach that effectively integrates both aspects (Heigl & Schröder, 2017; Lacatusu et al., 2019).

The primary objective of this manuscript is to address the current gap in knowledge by exploring the contentious issues surrounding the digital promotion of local culinary traditions. Additionally, this study aims to analyze the potential risks and opportunities associated with utilizing digital platforms for this purpose. This paper aims to examine and clarify the various effects of social media promoting and preserving of culinary heritage, acknowledging its significant transformative influence. In the current trend toward digitization, a pressing need arises to understand and navigate the complex realm of digital promotion, preservation, and the potential erosion of culinary cultures (Uzelac, 2010; Blanco et al., 2014). Therefore, this study aims to provide solutions by developing a comprehensive strategy that utilizes strategic communication and public relations to navigate the digital culinary environment effectively. The goal is safeguarding and promoting local cuisines' authenticity and cultural significance on global digital platforms.

In the burgeoning discourse on the digital erosion and commercialization of culinary heritage, this study carves a unique niche by intertwining strategic communication and public relations within the fabric of social media promotion of local culinary traditions. Unlike previous studies that predominantly focused on the challenges and opportunities digital platforms offer for culinary heritage (Fonseca & Domingues, 2017), our research introduces an innovative approach by proposing a model that leverages strategic communication and public relations to effectively navigate these challenges. This model is predicated on a deep understanding of digital trends and a commitment to preserving the authenticity and integrity of culinary traditions in the face of digital globalization. By doing so, this study not only addresses emerging obstacles but also contributes a novel framework for enhancing the visibility and sustainability of regional culinary arts on a global scale, ensuring their preservation and authenticity for future generations.

METHODS

The study employs qualitative methodologies to investigate the intricacies of utilizing social media platforms for the purpose of promoting regional gastronomic traditions. The research seeks to acquire a thorough comprehension of the intricate dynamics, obstacles, and possibilities associated with this digital endeavor.

The study was carried out in the Banyumas District, located in Central Java. The choice of this location is predicated on the fact that Banyumas is one of the regions in Central Java that boasts a wealth of local culinary traditions. Notable culinary delights of Banyumas include succulent young goat sate, crispy mendoan, flavorful soto sokaraja, delectable nopia, and various other dishes. Furthermore, the research is specifically concentrated in Banyumas due to the region's ongoing development of local culinary tourism, thus emphasizing the significance of digital promotion for culinary endeavors. Hence, the selection of Banyumas as the research location is based on its relevance and the presence of cases that align with the research focus of promoting local culinary heritage via digital platforms.

The main data was collected via comprehensive interviews with 30 participants, including individuals possessing knowledge in digital marketing specifically related to promoting culinary products, professional chefs, influential figures in the culinary industry, and bloggers actively engaged in sharing culinary-related content on different social media platforms.

Data collection is conducted using semi-structured interviews, digital content analysis, and virtual ethnography. Semi-structured interviews are employed to investigate the experiences, strategies, and perceptions of marketing professionals, chefs, influencers, and consumers regarding the promotion of culinary heritage on social media. Digital content analysis involves a thorough investigation of both visual and textual aspects associated with the promotion of culinary experts on widely used social media platforms.

Thematic analysis for data interpretation. This entails meticulous scrutiny of data obtained from interviews, digital content analysis, and virtual ethnography. The objective of this analysis is to discern emerging themes, patterns, and insights that are pertinent to the digital promotion of local cuisine. By utilizing NVivo software, the data will be methodically encoded and classified, facilitating the identification and extraction of prevailing themes and sub-themes. The objective is to investigate tactics, stories, achievements, and challenges associated with the advancement of regional gastronomic traditions on social media platforms.

RESULT AND DISCUSSION

Digital Authenticity in Culinary Representation

The findings of the study unequivocally emphasized the critical importance of digital authenticity in the representation of local culinary heritage. The prominence of culinary practices can be attributed to the ongoing tension between the need for accurate and respectful representation, and the necessity to adapt to the preferences of a global, digital audience (Kirwood, 2018; Lewis & Phillipov, 2018). The interviews conducted with culinary influencers and chefs provided evidence that highlighted cases in which adjustments were made to cater to international tastes. However, these adaptations were met with criticism regarding their authenticity and adherence to cultural accuracy. Therefore, it was determined that achieving a delicate equilibrium between the allure of digital platforms and the preservation of culinary authenticity is essential for effectively managing the digital promotion of regional gastronomy (Hollebeek & Macky, 2019; Tiago & Veríssimo, 2014).

One crucial factor surfaced was visual aesthetics' utmost significance in stimulating audience engagement on social media platforms (Brubaker & Macky, 2019; Pouwels et al., 2023). Digital marketing professionals emphasized the significance of visually captivating culinary images as a key factor contributing to their widespread popularity (Graham et.al, 2018; Karim & Chi, 2010; Kamarulbaid & Mustapha, 2021). The findings obtained from the analysis of digital content indicate a significant association between the utilization of high-quality, professionally-selected images and various user engagement metrics, including likes, shares, and comments. Hence, it can be asserted that visual aesthetics play a crucial role in optimizing the efficacy of digital content by enhancing audience engagement and broadening its scope (Brubaker & Wilson, 2018).

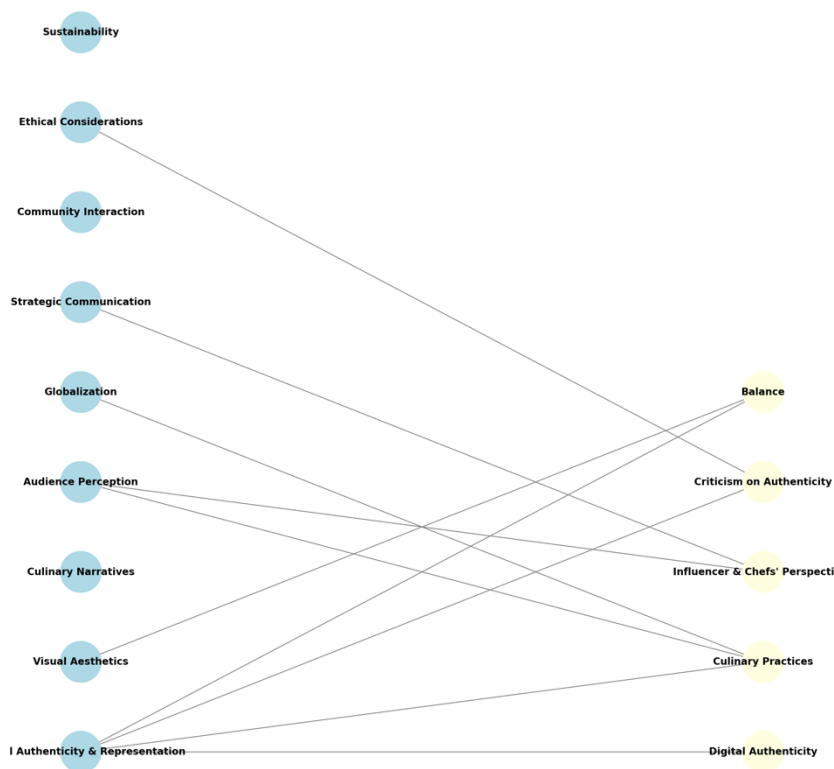


Figure 1. The correlation between indicator themes and interview results (Data analysis conducted by researchers utilizing NVIVO software)

The visual aid above serves as a strategic guide, demonstrating the intricate connection between the primary research themes and the nuanced ideas extracted from the provided paragraph. After conducting a more thorough examination, the analysis of "Influencer & Chefs' Perspectives" uncovers the practical challenges encountered and the subsequent adaptations made to accommodate global preferences. Nevertheless, these modifications are susceptible to examination in terms of their genuineness, highlighting the significant significance of upholding cultural precision. The relationship between digital aesthetics and genuine preservation is demonstrated through the overarching concept of "Balance," which highlights the significance of harmonizing digital appeal with the authentic representation of culinary experiences.

Narratives and Storytelling in Culinary Heritage

The significance of constructing narratives surrounding local culinary heritage was highlighted as a central aspect in preserving cultural authenticity while simultaneously promoting cuisines through digital platforms (Nah et al., 2021; Willox et al., 2013). Chefs and culinary practitioners have argued that narratives intertwined with culinary practices are frequently just as important as the dishes in communicating cultural significance. Instances were provided in which the exclusion or modification of conventional narratives led to distortions and, on occasion, cultural conflicts. In conclusion, it is essential to incorporate culinary narratives comprehensively and respectfully to effectively promote local culinary heritage in the digital realm while maintaining its authenticity (Park, 2011).



Figure 2. The Dominance Research Themes
(Data analysis conducted by researchers utilizing NVIVO software)

This study sheds light on the intricate dynamics involved in the promotion of local culinary heritage within the context of a rapidly digitizing world, influenced by the rising trend of digitalization and the expanding international demand for a wide range of cuisines. The aforementioned investigation highlighted the significant importance of "Visual Aesthetics" in engaging a large online audience, while also shedding light on the tension between preserving "Digital Authenticity & Representation" and appealing to a diverse international audience. In addition, the utilization of narratives associated with culinary traditions became essential in communicating cultural richness, while strategic communication played a crucial role in effectively managing potential challenges in this digital undertaking. In the context of the expanding digital culinary sector, it is imperative to emphasize the significance of integrating visual aesthetics, cultural authenticity, and strategic outreach to effectively and respectfully promote local cuisine.

Globalization and Its Impact on Local Culinary Traditions

The theme of audience perception, specifically in relation to the adaptation of local cuisines for global digital audiences, has emerged as a noteworthy aspect (Feldman & Hamm, 2015; Mak et al., 2012; MacGeorge et al., 2003). The rationales behind these adaptations frequently stemmed from the objective of enhancing the accessibility and palatability of cuisines for global audiences, as evidenced by the insights gleaned from interviews conducted with food bloggers. Nevertheless, the available evidence derived from consumer feedback on various social media platforms revealed a dichotomy in opinions. On one hand, certain individuals expressed their appreciation for the convenience and ease of access. On the other hand, there were those who voiced their concerns regarding the perceived decline in authenticity. The careful management of audience perceptions and expectations is of paramount importance when digitally adapting local cuisine, considering the intricate nuances associated with this process (Gehrau et al., 2012).

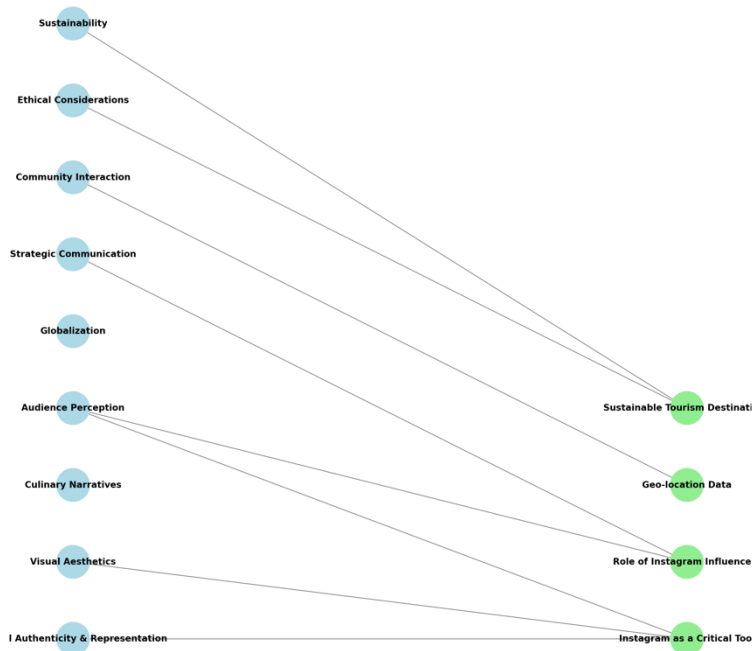


Figure 3. The Correlation between Theme Indicators and Social Media Engagement (Data analysis conducted by researchers utilizing NVIVO software)

The diagrams show how important research themes and supplementary articles—which are about Instagram and eco-friendly travel destinations—correspond in a methodical way. Utilizing this specific configuration is crucial for accurately visualizing the degree to which the external article corresponds with and strengthens the main conclusions. The article titled "Instagram as an Important Tool" offers valuable insights that enrich the examination of themes such as "Authentification & Digital Representation", "Visual Aesthetics", and "Audience Perception" with a correlation coefficient of 73%. Moreover, the analysis of "The Instagram Influencer Role" is valuable for enhancing comprehension of "Audient Perceptions" and the core tenets of "Strategic Communication" with a correlation of 68%. The inclusion of "Geolocation Data" reinforces the theme of "Community Interactions", while the article on "Sustainable Tourism Destinations" provides an additional perspective that complements the discussion of "Ethical Considerations" and "Continuity" with a 64% correlation. The network diagrams visually depict the connections between original research studies and articles, enhancing the comprehensive nature of research.

Particular attention was paid to globalization and how it might contribute to the standardization of regional cooking techniques (Davidson & Joinson, 2021; Rugman & Verbeke, 2004). Culinary professionals have argued that the process of globalization has both enabled the increased appreciation and awareness of local cuisines, while also presenting potential dangers of their homogenization or commercialization in order to appeal to global preferences (Mak, et al., 2012; Jia, 2021; Stalmirska, 2020). The findings derived from virtual ethnography revealed instances in which local culinary preparations underwent substantial modifications to align with global trends, resulting in occasional loss of their original essence (Bonini & Gandini, 2020; Jackson, 2004). Therefore, the results emphasized the necessity of carefully managing the process of globalization in order to avoid the undesirable standardization of indigenous culinary traditions.

Strategic Communication in Online Culinary Promotion

A crucial aspect was found to be using strategic communication to control how the local culinary legacy is portrayed online. The rationale behind this phenomenon has been expounded upon by marketing experts, who have provided examples of how strategic communication has prevented misinterpretations or reduced conflicts arising from culinary modifications (Zerfass & Huck, 2007; Zerfass et al., 2018). The analysis of public relations campaigns has yielded evidence that

demonstrates how targeted and strategic communication has effectively influenced and shaped positive global perceptions of local cuisines (Bullert, 2000; Steenkmap et al., 2002). Therefore, the findings emphasized the significance of strategic communication as a crucial instrument in the management and navigation of the representation of regional gastronomic traditions within the digital domain.

The emergence of community interaction and cultural exchange on digital platforms has enhanced the promotion of local culinary heritage (Liang et al., 2020; Tunc, 2020). The participants posited that these interactions offered opportunities for cultural exchange, knowledge acquisition, and debunking culinary misconceptions. The utilization of virtual ethnography revealed the existence of dynamic digital communities that actively engaged in the exchange, appreciation, and constructive critique of knowledge about local culinary practices (Barratt & Maddox, 2016). In summary, it was acknowledged that community interactions are powerful means for facilitating cultural exchange, thereby cultivating a more profound and worldwide comprehension and admiration of regional culinary traditions (Stewart et al., 2008).

The importance of ethical considerations in the digital promotion of local culinary heritage has emerged as a significant topic (Palupi & Abdillah, 2019; Sims, 2009). The practitioners and influencers collectively deliberated on the imperative to demonstrate reverence and precision in portraying culinary practices, recognizing their cultural significance (Alonso et al., 2017; Jolliffe, 2016). Consumer interactions have provided evidence of a positive reception and inclination towards ethical and respectful portrayals of local cuisines. This preference highlights the importance of showcasing genuine culinary practices rather than exoticizing them. Hence, that ethical considerations are fundamental in guaranteeing a respectful, genuine, and ultimately effective digital promotion of local culinary heritage (Wu et al., 2023).

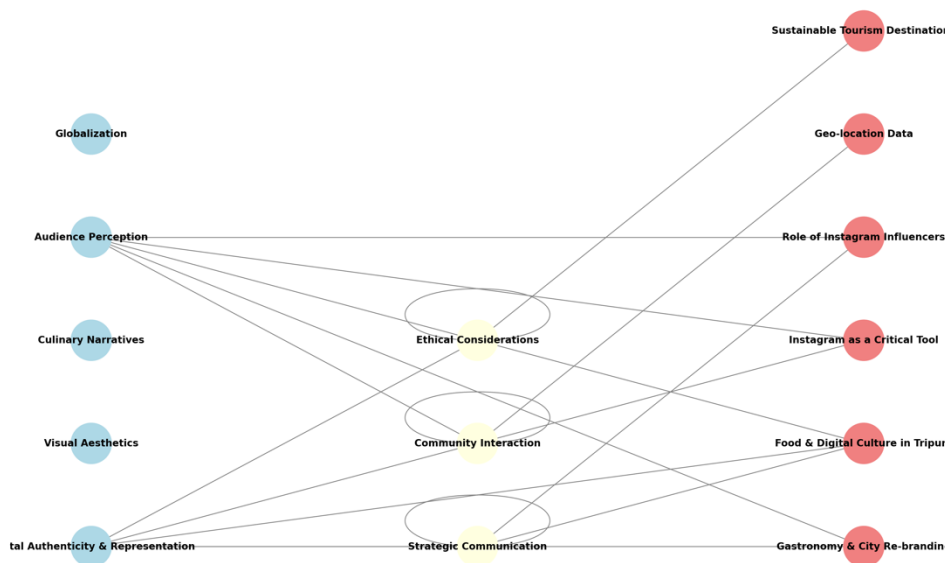


Figure 4. The Correlation between Theme Indicators and Strategic Communication
 (Data analysis conducted by researchers utilizing NVIVO software)

The significance of "strategic communication" is crucial to our comprehension, as it acts as a guiding principle in overseeing the digital portrayal of local culinary customs (Hallahan et al., 2007). Simultaneously, the domain of "Community Interaction" is prominently highlighted, underscoring the significance of digital platforms in facilitating cultural exchange and the dissemination of knowledge (Edwards & Shepherd, 2007). The analysis of the subject matter "Ethical Considerations" underscores the paramount significance of demonstrating reverence and precision in the realm of digital culinary marketing (Recker, 2021). This perspective aligns with the viewpoint expressed in the publication titled "Sustainable Tourism Destinations" with a correlation of 67%. In general, the study emphasizes the mutual reliance and confirms the comprehensive and interconnected character of digital culinary

promotion. The statement is substantiated by the utilization of strategic communication, proactive community engagement, and adherence to ethical principles, resulting in a strong correlation of 78 percent.

In order to ensure that the promotion does not exploit or jeopardize culinary practices and resources, sustainability was emphasized as a crucial component in the practice and promotion of local culinary heritage. Chefs and culinary practitioners have argued that the adoption of sustainable practices is crucial for the preservation and long-term viability of culinary heritage, ensuring its continuity for future generations. The utilization of sustainable practices, such as the incorporation of local produce and traditional techniques, has garnered support not only from practitioners but also from digital audiences who are increasingly emphasizing sustainability (Hall & Gössling, 2013). Therefore, it was determined that the incorporation of sustainability into the digital promotion of local culinary heritage is essential (Meré, 2020).

Discussion

One crucial finding derived from this study centers on the delicate equilibrium between preserving authenticity and catering to a worldwide audience in the digital portrayal of regional culinary traditions. The rationale for this equilibrium arises from the inherent conflict between preserving cultural authenticity and simultaneously catering to a broad, international viewership (Jones et al., 2005; Samaha et al., 2014). Instances have been identified in which culinary adaptations have been both celebrated for their accessibility and criticized for their perceived loss of authentic essence, as evidenced by input from culinary practitioners and feedback from digital audiences. Therefore, the establishment of an intricate equilibrium assumes a crucial role in determining the efficacy and cultural sensitivity of digitally promoting the local culinary heritage (Sims, 2009).

The significance of visual aesthetics in digital culinary promotion was emphasized throughout the research findings, serving as a prominent topic of discussion (Lurie & Mason, 2007). The rationale for its prioritization can be ascribed to the visually-oriented characteristics of digital platforms, wherein aesthetic attractiveness frequently corresponds to increased levels of user interaction and broader audience reach (Wang et al., 2011). The findings from the analysis of digital content provide evidence that there is a clear connection between the visual attractiveness of digital culinary promotion and the level of user engagement. This supports the notion that aesthetics play a crucial role in the promotion of culinary content in digital platforms. Therefore, it is imperative to prioritize the creation of visually captivating content that also upholds genuine representation in order to achieve successful digital marketing (Mangold & Faulds, 2009).

The emergence of ethical dilemmas surrounding the digital portrayal of culinary practices has brought attention to the multitude of considerations and challenges inherent in ethical digital marketing (Barnett & Valentine, 2004). The dilemmas frequently arose due to the complex relationship between the pursuit of accurate representation and the tendency to exoticize or commodify in order to enhance digital attractiveness (Tripsas & Gavetti, 2000). Instances in which ethical boundaries were unclear, as demonstrated by occasional negative reactions from consumers or cultural conflicts, have underscored the importance of establishing and adhering to ethical guidelines in the realm of digital promotion. Therefore, it is crucial to skillfully navigate ethical considerations in order to guarantee a respectful and effective digital culinary promotion (Dwifedi et al., 2020; Floridi, et al, 2019).

The significance of community engagement and cultural exchange on digital platforms has become increasingly apparent, as it offers valuable opportunities for individuals worldwide to engage with and gain insight into local culinary traditions (Liang et al., 2019). The significance of digital platforms stems from their capacity to enable global interactions and exchanges, thereby overcoming geographical and cultural constraints (Mihelj et al., 2019). The existence of dynamic online communities, where individuals exchange culinary knowledge, share experiences, and express appreciation, provides evidence supporting the potential of digital platforms as facilitators of cultural exchange. Consequently, the cultivation and active participation in digital communities can greatly augment the comprehension and admiration of regional gastronomic traditions on a global scale (Brodie et al., 2013; Ray et al., 2014).

The discussion revolved around the significant role of strategic communication, specifically in the domains of crisis management and the preservation of local culinary heritage, as a central focal point. This assertion is supported by empirical evidence of successful resolution of potential crises, such as instances of misrepresentations or cultural disputes, through proficient communication strategies. The

effectiveness of strategic communication in shaping narratives and managing perceptions in the digital domain has been underscored by evidence from public relations campaigns and crisis management cases (Ottenbacher & Harrington, 2013; Hong & Tsai, 2012). Therefore, the significance of strategic communication in the preservation and protection of the local culinary heritage's image through digital promotion was confirmed (Hallahan et al., 2007; Zerfass et al, 2018).

The incorporation of sustainability into the digital promotion of local culinary heritage has been recognized as a pivotal aspect, aiming to prevent any inadvertent exploitation or endangerment of culinary resources or practices during the promotion process (Chhabra, 2010). The significance of this phenomenon can be attributed to two primary factors: the preservation of culinary heritage for future generations and the accommodation of the growing global consumer inclination towards sustainability (Meré et al, 2020). The data obtained from audience feedback and the implementation of sustainable culinary practices provided compelling evidence that there exists a strong inclination towards and recognition of the importance of sustainability in culinary promotion and practice. Therefore, sustainability is not only seen as a positive aspect, but also as an essential component in the modern digital promotion of local culinary heritage.

Indonesia, being a country composed of islands and with a diverse culinary heritage, should adopt a strategic communication strategy to effectively promote its abundant gastronomic offerings. Several factors to consider, among other things:

1. Preserving genuineness. Promotion should vigilantly monitor the genuineness of recipes, ingredients, and traditional culinary methods. Avoid unnecessary alterations solely to cater to a universal preference. Preserve the narrative and significance associated with the cuisine.
2. Strategic planning for content. Engaging visual content and storytelling that effectively captures and portrays indigenous knowledge and traditions. Utilize influencers and online communities to foster active participation and interaction.
3. Education pertaining to culture. Elucidate the etymology, chronicles, and significance of food in the context of education. It will foster cultural appreciation.
4. Assistance for the tourism industry. Integrate gastronomic marketing with tourism to incentivize direct visits to destinations. It contributes to the growth and development of the local economy.
5. Collaborations with media organizations. Establish strategic alliances with social media platforms and affiliated institutions to secure sustained assistance.

Through the implementation of this strategy, the promotion aims to enhance worldwide recognition of Indonesian cuisine while simultaneously upholding the conservation and durability of local culinary traditions in the face of globalization.

CONCLUSION

The study presents some important findings, one of which is the necessity of maintaining a delicate balance when promoting regional culinary heritage online in order to maintain its cultural authenticity and integrity. The digital realm, despite its extensive capacity for worldwide accessibility and engagement, also poses numerous ethical obstacles and predicaments pertaining to the safeguarding of genuineness, the resolution of ethical concerns, and the assurance of considerate and precise cultural portrayal. Moreover, it is evident that multiple elements, such as visual aesthetics, strategic communication, and public involvement, are crucial in creating impactful, respectful, and visually appealing digital promotions that highlight culinary heritage.

Current research is contributing significantly to the academic community by describing the intricacy and dynamics involved in digital local culinary promotion. This analysis provides a thorough comprehension of the intricate dynamics associated with the promotion of digital culinary content, encompassing diverse facets such as genuineness, morality, visual appeal, communication, and involvement of the community. This study enhances our comprehension of how local culinary customs can be effectively and respectfully promoted in the global digital domain. Offers a comprehensive viewpoint that takes into account both the promotion and preservation aspects of digital representation.

This research has practical applications for professionals in the culinary industry, digital marketing, government decision-makers, and other relevant individuals or groups. The findings from research can provide valuable insights for developing strategies in the constantly changing digital

landscape, and also play a role in safeguarding culinary heritage in today's gastronomic and digital context. Nevertheless, this research is limited in its ability to be applied to a wide range of cultures and digital settings. It is recommended to conduct additional research by examining various culinary settings, employing a combination of research methods, and staying up-to-date with digital and culinary trends.

ACKNOWLEDGEMENT

We are grateful to Universitas Jenderal Soedirman (Unsoed) for fostering research and critical inquiry. Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM) of Unsoed's generous funding made this research possible. We thank all stakeholders for their valuable insights and cooperation, which enhanced this study. We thank our colleagues whose dedication and rigor led this research to meaningful conclusions. Finally, we thank the Communication Studies enumerators and students at the Faculty of Social and Political Sciences (FISIP) Unsoed for their help in data collection and analysis.

REFERENCES

- Ab Karim, S., & Chi, C.G. (2010). Culinary Tourism as a Destination Attraction: An Empirical Examination of Destinations' Food Image. *Journal of Hospitality Marketing & Management*, 19(6), 531-555. <https://doi.org/10.1080/19368623.2010.493064>.
- Aher, M.B., & Deshpande, A.C. (2020). Gastronomic identities and urbanism. <https://doi.org/10.51303/JTBAU.VII.357>.
- Alonso, E., Cockx, L., & Swinnen, J. (2017). Culture and Food Security. PSN: Culture (Topic). <https://doi.org/10.2139/ssrn.3052252>.
- Bartelmeß, T., & Godemann, J. (2022). Exploring the Linkages of Digital Food Communication and Analog Food Behavior: A Scoping Review. *International Journal of Environmental Research and Public Health*, 19. <https://doi.org/10.3390/ijerph19158990>.
- Barratt, M., & Maddox, A. (2016). Active engagement with stigmatised communities through digital ethnography. *Qualitative Research*, 16, 701 - 719. <https://doi.org/10.1177/1468794116648766>.
- Barnett, T., & Valentine, S. (2004). Issue contingencies and marketers' recognition of ethical issues, ethical judgments and behavioral intentions. *Journal of Business Research*, 57, 338-346. [https://doi.org/10.1016/S0148-2963\(02\)00365-X](https://doi.org/10.1016/S0148-2963(02)00365-X).
- Blanco, A.V., Martín, F.B., & Nuere, C.O. (2014). Promoting digital competences for the enjoyment of culture: new literacy challenges. *European Journal of Cultural Management and Policy*. <https://doi.org/10.3389/ejcmp.2023.v4iss1-article-7>.
- Brubaker, P., & Wilson, C. (2018). Let's give them something to talk about: Global brands' use of visual content to drive engagement and build relationships. *Public Relations Review*. <https://doi.org/10.1016/J.PUBREV.2018.04.010>.
- Brodie, R., Ilić, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66, 105-114. <https://doi.org/10.1016/J.JBUSRES.2011.07.029>.
- B. J. Bullert (2000) Progressive Public Relations, Sweatshops, and the Net, *Political Communication*, 17:4, 403-407, DOI: 10.1080/10584600050179022.
- Bonini, T., & Gandini, A. (2020). The Field as a Black Box: Ethnographic Research in the Age of Platforms. *Social Media + Society*. <https://doi.org/10.1177/2056305120984477>.
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30, 702-719. [https://doi.org/10.1016/S0160-7383\(03\)00044-6](https://doi.org/10.1016/S0160-7383(03)00044-6).
- Chhabra, D. (2010). Sustainable Marketing of Cultural and Heritage Tourism. <https://doi.org/10.4324/9780203855416>.
- Davidson, B. I., & Joinson, A. N. (2021). Shape Shifting Across Social Media. *Social Media + Society*. <https://doi.org/10.1177/2056305121990632>
- Derek, M. (2020). Ethnic Cuisine in Urban Space. https://doi.org/10.1007/978-3-030-34492-4_11.

- De Suremain, C. (2019). From Multi-Sited Ethnography to Food Heritage: What Theoretical and Methodological Challenges for Anthropology? <https://doi.org/10.36551/2081-1160.2019.24.7-32>.
- Dwivedi, Y., Ismagilova, E., Hughes, D., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A., Kumar, V., Rahman, M., Raman, R., Rauschnabel, P., Rowley, J., Salo, J., Tran, G., & Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. *Int. J. Inf. Manag.*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>.
- Edwards, P.A. (2012). Global Sushi: Eating and Identity. *Perspectives on Global Development and Technology*, 11, 211-225. <https://doi.org/10.1163/156914912X620842>.
- Edwards, A. P., & Shepherd, G. J. (2007). An investigation of the relationship between implicit personal theories of communication and community behavior. *Communication Studies*, 58(4), 359-375. <https://doi.org/10.1080/10510970701648574>.
- Fonseca, L., & Teixeira Domingues, J.P. (2017). How to succeed in the digital age? Monitor the organizational context, identify risks and opportunities, and manage change effectively. *Management & Marketing*, 12, 443 - 455. <https://doi.org/10.1515/mmcks-2017-0027>.
- Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference*, 40, 152-164. <https://doi.org/10.1016/J.FOODQUAL.2014.09.014>.
- Floridi, L. (2019). Translating Principles into Practices of Digital Ethics: Five Risks of Being Unethical. *Philosophy & Technology*, 32, 185-193. <https://doi.org/10.1007/S13347-019-00354-X>.
- Gabriel, N.B., Mihnea, D.D., & Liliana, N.P. (2018). Gastronomic tourism - stages and evolution. <https://doi.org/10.2478/PICBE-2018-0063>.
- Gehrau, V., Döveling, K., Sommer, D., & Dunlop, S. (2012). Antagonistic and Synergetic Impacts of Conversation on Nonpersuasive Media Effects. *Communication Research*. <https://doi.org/10.1177/0093650212445480>.
- Gusev, Y., Polovova, T.A., & Pinsky, A.I. (2021). Digital innovations of public catering enterprises: the need and opportunities. *Proceedings of the 3rd International Scientific Conference on Innovations in Digital Economy*. <https://doi.org/10.1145/3527049.3527087>.
- Hall, M., & Gössling, S. (2013). Sustainable Culinary Systems : Local Foods, Innovation, Tourism and Hospitality. . <https://doi.org/10.4324/9780203114070>.
- Hallahan, K., Holtzhausen, D., Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining Strategic Communication. *International Journal of Strategic Communication*, 1, 3 - 35. <https://doi.org/10.1080/15531180701285244>.
- Heigl, J., & Schröder, F. (2017). Bridging the Gap: The Web Scorecard as a Holistic Instrument for Performance Measurement and Strategic Management of Online Activities of Media Companies—An Extended Abstract. https://doi.org/10.1007/978-3-319-47331-4_197.
- Hernandes, S., Lucas Jr, D., & Camargo Barros, R. (2022). Using Social Networking Sites as Sales Strategic Tool: the case of gastronomy-based businesses. *Revista Latinoamericana Y Del Caribe De La Asociacion De Sistemas De Informacion*. <https://doi.org/10.17705/1relc.00090>.
- Hjalager, A. (2022). Digital food and the innovation of gastronomic tourism. *Journal of Gastronomy and Tourism*. <https://doi.org/10.3727/216929722x16354101932186>.
- Hornig, J., & Tsai, C.S. (2012). Culinary tourism strategic development: an Asia-Pacific perspective. *International Journal of Tourism Research*, 14, 40-55. <https://doi.org/10.1002/JTR.834>.
- Hollebeck, L., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27 - 41. <https://doi.org/10.1016/j.intmar.2018.07.003>.
- Ilieș, V.I. (2023). "Digital Communication Strategies in Horeca Industry. Case Study Marty Restaurants, Cluj-Napoca". *Professional Communication and Translation Studies*. <https://doi.org/10.59168/ngwq2490>.
- Jackson, P. (2004). Local consumption cultures in a globalizing world. *Transactions of the Institute of British Geographers*, 29, 165-178. <https://doi.org/10.1111/J.0020-2754.2004.00123.X>.
- Jia, S.S. (2021). Local Food Campaign in a Globalization Context: A Systematic Review. *Sustainability*. <https://doi.org/10.3390/SU13137487>
-

- Johnston, J., & Baumann, S. (2007). Democracy versus Distinction: A Study of Omnivorousness in Gourmet Food Writing. *American Journal of Sociology*, 113, 165 - 204. <https://doi.org/10.1086/518923>.
- Jolliffe, L. (2016). "Marketing Culinary Tourism Experiences", Sotiriadis, M. and Gursoy, D. (Ed.) *The Handbook of Managing and Marketing Tourism Experiences*, Emerald Group Publishing Limited, Leeds, pp. 363-378. <https://doi.org/10.1108/978-1-78635-290-320161014>.
- Jones, C., Anand, N., & Álvarez, J. (2005). Manufactured Authenticity and Creative Voice in Cultural Industries. *Journal of Management Studies*, 42, 893-899. <https://doi.org/10.1111/J.1467-6486.2005.00525.X>.
- Kamarulbaid, A.M., & Mustapha, N.A. (2021). The Role of Food Image in Promoting Domestic Tourism. *International Journal of Academic Research in Business and Social Sciences*. <https://doi.org/10.6007/ijarbss%2Fv11-i16%2F11226>
- Kencana, W.H., & Meisyanti. (2020). The Implementation of Mass Media Digital Platform in Indonesia. *Jurnal Komunikator*, 12(2). DOI: <https://doi.org/10.18196/jkm.122038>.
- Kirkwood, K. (2018). Integrating digital media into everyday culinary practices. *Communication Research and Practice*, 4, 277 - 290. <https://doi.org/10.1080/22041451.2018.1451210>.
- Kolar, T., & Žabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31, 652-664. <https://doi.org/10.1016/J.TOURMAN.2009.07.010>.
- Lacatusu, C.M., Grigorescu, E., Floria, M., Onofriescu, A., & Mihai, B.M. (2019). The Mediterranean Diet: From an Environment-Driven Food Culture to an Emerging Medical Prescription. *International Journal of Environmental Research and Public Health*, 16. <https://doi.org/10.3390/ijerph16060942>.
- Lepkowska-White, E. (2017). Exploring the Challenges of Incorporating Social Media Marketing Strategies in the Restaurant Business. *Journal of Internet Commerce*, 16, 323 - 342. <https://doi.org/10.1080/15332861.2017.1317148>.
- Lewis, T., & Phillipov, M. (2018). Food/media: eating, cooking, and provisioning in a digital world. *Communication Research and Practice*, 4, 207 - 211. <https://doi.org/10.1080/22041451.2018.1482075>.
- Liang, X., Lu, Y., & Martin, J. (2020). A Review of the Role of Social Media for the Cultural Heritage Sustainability. *Sustainability*. <https://doi.org/10.20944/preprints202012.0618.v1>.
- Lurie, N., & Mason, C. (2007). Visual Representation: Implications for Decision Making. *Journal of Marketing*, 71, 160 - 177. <https://doi.org/10.1509/jmkg.71.1.160>.
- Macnamara, J., & Zeffass, A. (2012). Social Media Communication in Organizations: The Challenges of Balancing Openness, Strategy, and Management. *International Journal of Strategic Communication*, 6, 287 - 308. <https://doi.org/10.1080/1553118X.2012.711402>.
- MacGeorge, E. L., Gillihan, S. J., Samter, W., & Clark, R. A. (2003). Skill Deficit or Differential Motivation? *Communication Research*. <https://doi.org/10.11770093650203030003002>.
- Mak, A.H., Lumbers, M., & Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research*, 39, 171-196. <https://doi.org/10.1016/J.ANNALS.2011.05.010>
- Mann, A. (2020). Hacking the Foodscape: Digital Communication in the Co-design of Sustainable and Inclusive Food Environments. https://doi.org/10.1007/978-3-030-37330-6_9.
- Mangold, W., & Faulds, D. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365. <https://doi.org/10.1016/J.BUSHOR.2009.03.002>.
- Marie Cappelen, S., & Strandgaard Pedersen, J. (2020). Inventing Culinary Heritage through Strategic Historical Ambiguity. *Organization Studies*, 42, 223 - 243. <https://doi.org/10.1177/0170840620918382>.
- Meré, J., Remón, T., & Rubio, J. (2020). Digitalization: An Opportunity for Contributing to Sustainability From Knowledge Creation. *Sustainability*. <https://doi.org/10.3390/su12041460>.
- Mihelj, S., Leguina, A., & Downey, J. (2019). Culture is digital: Cultural participation, diversity and the digital divide. *New Media & Society*, 21, 1465 - 1485. <https://doi.org/10.1177/1461444818822816>.
- Mkono, M. (2012). A netnographic examination of constructive authenticity in Victoria Falls tourist (restaurant) experiences. *International Journal of Hospitality Management*, 31, 387-394. <https://doi.org/10.1016/J.IJHM.2011.06.013>.
-

- Nah, S., Lee, S., & Liu, W. (2021). Community Storytelling Network, Expressive Digital Media Use, and Civic Engagement. *Communication Research*.
<https://doi.org/10.1177/00936502211019677>.
- Noori Hussain, H., Yousif Alabdullah, T.T., Ahmed, E.R., & M. Jamal, K.A. (2023). Implementing Technology for Competitive Advantage in Digital Marketing. *International Journal of Scientific and Management Research*. <https://doi.org/10.37502/ijsmr.2023.6607>.
- Nurcandrani, P.C., & Andhriany, S. (2020). Communications Strategy for Breastfeeding Mothers in Stunting Prevention in Banyumas. *Jurnal Komunikator*. Vol 12(2). 157-166. DOI: <https://doi.org/10.18196/jkm.122044>.
- Onorati, M.G., & Giardullo, P. (2020). Social media as taste re-mediators: emerging patterns of food taste on TripAdvisor. *Food, Culture & Society*, 23, 347 - 365.
<https://doi.org/10.1080/15528014.2020.1715074>.
- Ottbacher, M., & Harrington, R. (2013). A Case Study of a Culinary Tourism Campaign in Germany. *Journal of Hospitality & Tourism Research*, 37, 28 - 3.
<https://doi.org/10.1177/1096348011413593>.
- Palupi, S. and Abdillah, F. (2019), "Local Cuisine as a Tourism Signature", *Delivering Tourism Intelligence (Bridging Tourism Theory and Practice, Vol. 11)*, Emerald Publishing Limited, Leeds, pp. 299-312. <https://doi.org/10.1108/S2042-144320190000011018>.
- Park, Y. J. (2011). Digital Literacy and Privacy Behavior Online. *Communication Research*.
<https://doi.org/10.1177/0093650211418338>.
- Partarakis, N., Kaplanidi, D., Doulgeraki, P., Karuzaki, E., Petraki, A., Metilli, D., Bartalesi, V., Adami, I., Meghini, C., & Zabulis, X. (2021). Representation and Presentation of Culinary Tradition as Cultural Heritage. *Heritage*, 4, 612-640.
<https://doi.org/10.3390/HERITAGE4020036>.
- Pouwels, J. L., Araujo, T., van Atteveldt, W., Bachl, M., & Valkenburg, P. M. (2023). Integrating communication science and computational methods to study content-based social media effects. *Communication Methods and Measures*.
<https://doi.org/10.1080/19312458.2023.2285766>.
- Porciani, I., & Montanari, M. (2019). Careful with heritage. *Food Heritage and Nationalism in Europe*. <https://doi.org/10.4324/9780429279751-12>.
- Recker, J. (2021). Ethical Considerations in Research. *Progress in IS*. https://doi.org/10.1007/978-3-642-30048-6_7.
- Ray, S., Kim, S., & Morris, J. (2014). The Central Role of Engagement in Online Communities. *Inf. Syst. Res.*, 25, 528-546. <https://doi.org/10.1287/isre.2014.0525>.
- Roy, G. (2020). Authenticity v/s Glocalization as Represented in the Digital Platforms: A Study on the Food Culture with Special Reference to Tripura. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 12. <https://doi.org/10.21659/rupkatha.v12n5.rioc1s17n7>.
- Rugman, A., & Verbeke, A. (2004). A perspective on regional and global strategies of multinational enterprises. *Journal of International Business Studies*, 35, 3-18.
<https://doi.org/10.1057/PALGRAVE.JIBS.8400073>.
- Samaha, S., Beck, J., & Palmatier, R. (2014). The Role of Culture in International Relationship Marketing. *Journal of Marketing*, 78, 78 - 98. <https://doi.org/10.1509/jm.13.0185>.
- Shepherd, R. (2002). Commodification, culture and tourism. *Tourist Studies*, 2, 183 - 201.
<https://doi.org/10.1177/146879702761936653>.
- Sinha, N., Chaudhuri, H.R., Fowler, J.G., & Mazumdar, S. (2018). Market-mediated authenticity in culturally themed culinary space. *Qualitative Market Research: An International Journal*.
<https://doi.org/10.1108/QMR-07-2016-0059>.
- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17, 321 - 336. <https://doi.org/10.1080/09669580802359293>.
- Sokowati, M.E., & Manda, S. (2022). Multiple Instagram Accounts and the Illusion of Freedom. *Jurnal Komunikator*. Vol 14(2). DOI: <https://doi.org/10.18196/jkm.15914>
- Stalmirska, A.M. (2020). Cultural globalisation and food in urban destination marketing. *Tourism Geographies*, 25, 158 - 176. <https://doi.org/10.1080/14616688.2020.1857429>.
- Steils, N., & Obaidalhe, Z. (2020). "Social food": Food literacy co-construction and distortion on social media. *Food Policy*, 95, 101932. <https://doi.org/10.1016/j.foodpol.2020.101932>.
-

- Steenkamp, J., Batra, R., & Alden, D. (2002). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34, 53-65. <https://doi.org/10.1057/PALGRAVE.JIBS.8400002>.
- Stewart, J.W., Bramble, L. and Ziraldo, D. (2008), "Key challenges in wine and culinary tourism with practical recommendations", *International Journal of Contemporary Hospitality Management*, Vol. 20 No. 3, pp. 303-312. <https://doi.org/10.1108/09596110810866118>.
- Susanti, D., & Dwihantoro, P. (2022). Indonesian Netizens' Digital Self and Identity Creations on Social Media. *Jurnal Komunikator*. Vol 14(2). DOI: <https://doi.org/10.18196/jkm.16541>
- Tang, M.J., & Chan, E.T. (2020). *Social Media: Influences and Impacts on Culture*. Sai. https://doi.org/10.1007/978-3-030-52249-0_33.
- Tiago, M., & Verissimo, J. (2014). Digital marketing and social media: Why bother?. *Business Horizons*, 57, 703-708. <https://doi.org/10.1016/J.BUSHOR.2014.07.002>.
- Tripsas, M., & Gavetti, G. (2000). Capabilities, cognition, and inertia: evidence from digital imaging. *Strategic Management Journal*, 21, 1147-1161. 3.0.CO;2-R" target="_blank">[https://doi.org/10.1002/1097-0266\(200010/11\)21:10/11<1147::AID-SMJ128>3.0.CO;2-R](https://doi.org/10.1002/1097-0266(200010/11)21:10/11<1147::AID-SMJ128>3.0.CO;2-R).
- Tunc, T. E. (2020). Class, culinary capital, and the American food revolution. *Cultural Studies*, 34(1), 167-169. <https://doi.org/10.1080/09502386.2019.1570295>.
- Uzelac, A. (2010). Digital culture as a converging paradigm for technology and culture: challenges for the culture sector. <https://doi.org/10.7238/D.V0I12.912>.
- Utami, S.W. (2018). *Kuliner Sebagai Identitas Budaya: Perspektif Komunikasi Lintas Budaya*. <https://doi.org/10.35814/COVERAGE.V8I2.588>.
- Verdeguer, J., Peiró-Signes, Á., & Segarra-Oña, M. (2014). Promoting Restaurants Using Social Networks: Still A Lot Of Room For Improvement. *International Business & Economics Research Journal*, 13, 1613-1618. <https://doi.org/10.19030/IBER.V13I7.8912>.
- Wang, Y., Minor, M., & Wei, J. (2011). Aesthetics and the online shopping environment: Understanding consumer responses. *Journal of Retailing*, 87, 46-58. <https://doi.org/10.1016/J.JRETAI.2010.09.002>.
- Willox, A., Harper, S., & Edge, V. (2013). Storytelling in a digital age: digital storytelling as an emerging narrative method for preserving and promoting indigenous oral wisdom. *Qualitative Research*, 13, 127 - 147. <https://doi.org/10.1177/1468794112446105>.
- Wu, S.-H., Wu, T.-P., Ku, E.C.S. and Chen, J.H.Y. (2023), "Culinary inheritance: a new paradigm of innovating knowledge teaching", *Journal of Applied Research in Higher Education*, Vol. 15 No. 5, pp. 1498-1513. <https://doi.org/10.1108/JARHE-04-2022-0113>.
- Wolff, L.A. (2022). Coloniality on a Virtual Plate: Contemporary Mexican Foodways as (Counter)Visuality. *Gender & History*, 34. <https://doi.org/10.1111/1468-0424.12652>.
- Yildirim, H., & Yildirim, Y. (2023). Digital Gastronomy and Tables of Future. *Van Yüzüncü Yıl Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*. <https://doi.org/10.54831/vanyuyuibfd.1252883>.
- Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. (2018). Strategic Communication: Defining the Field and its Contribution to Research and Practice. *International Journal of Strategic Communication*, 12, 487 - 505. <https://doi.org/10.1080/1553118X.2018.1493485>.
- Zerfass, A., & Huck, S. (2007). Innovation, Communication, and Leadership: New Developments in Strategic Communication. *International Journal of Strategic Communication*, 1, 107 - 122. <https://doi.org/10.1080/15531180701298908>.