Promoting Local Cuisine on Social Media: A Strategic Communication Approach

Wisnu Widjanarko¹,², Yusida Lusiana², S Bekti 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

Corresponding author, e-mail: wisnuwidjanarko@unsoed.ac.id

DOI: https://doi.org/10.18196/jkm.20763

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 pentingnya penerapan 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). 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 (Ilieș, 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; Hernandes, 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).
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 "Audience 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


