Educating the Concept of Local Food and Culinary of a Destination through Social Media Websites and Mobile Applications

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Abstract

Social media websites and mobile applications significantly play an important role in today's modern society worldwide, especially sharing and providing knowledge regarding local food and culinary concept of a place or destination. Nevertheless, choosing incorrect or sharing unclear online material, including videos and photographs, as content in social media websites and mobile applications will mislead the actual facts and confuse the viewers/users. Within the qualitative research approach, this paper has gathered related videos and photographs to specifically analyse how those materials posted on social media were utilised to educate viewers/users about a place or destination of local food and culinary concept. It was found that geographical indication is seen as the most crucial information in educating people about local food and culinary concept of a particular place or destination. This is followed by social background and history. Moreover, social background details through the unique food production process and eating style, at the same time, enable people to have a better understanding of the story of the local food and culinary. In conclusion, this study suggests serious and careful attention in planning and editing videos as well as capturing and selecting images in photographs considered crucial to be posted and shared as content in social media websites

and mobile applications. This helps reduce people's doubt on the information accuracy and encourages social media website viewers' or mobile application users' interest/passion to learn about local food and culinary concept of a place or destination.

Key Words*: Local food, culinary, social media websites, mobile applications, destination*

Pendidikan Konsep Makanan Tempatan dan Kulinari Sesebuah Destinasi Melalui Laman Web dan Aplikasi Mudah Alih Media Sosial

Abstrak

Laman web dan aplikasi mudah alih media sosial memainkan peranan penting dalam persekitaran kehidupan maya masyarakat moden di seluruh dunia, terutamanya sebagai medan berkongsi maklumat dan ilmu pengetahuan mengenai konsep makanan tempatan dan kulinari di sesebuah tempat atau destinasi. Walau bagaimanapun, fungsi maklumat boleh terpesong jika terdapat kesalahan dalam pemilihan atau perkongsian kandungan dalam talian yang tidak jelas, termasuklah paparan video dan gambar yang boleh mengelirukan kerana ianya meragukan dan menyimpang daripada fakta sebenar. Makalah ini cuba mengupas permasalahan sedemikian melalui pendekatan penyelidikan kualitatif. Para pengkaji telah mengumpulkan sampel beberapa video dan gambar daripada beberapa platform maya yang berkaitan untuk dianalisis secara khusus dengan menumpukan kepada pemaparan kandungan dalam media sosial bagi tujuan mendidik khalayak tentang konsep makanan tempatan dan kulinari dari sesuatu tempat atau destinasi. Dapatan kajian menunjukkan bahawa petunjuk geografi menjadi maklumat yang paling penting dalam mendidik khalayak tentang konsep makanan tempatan dan perkaitan kulinari di sesuatu tempat atau destinasi tertentu. Hal ini diikuti oleh latar belakang sosial dan sejarah. Hasil analisis mendapati perincian latar belakang sosial akan memberi pemahaman yang lebih baik mengenai seni kulinari tempatan. Kesimpulannya, kajian ini menyarankan bahawa perhatian yang serius dan teliti perlu dibuat oleh pihak yang berkenaan dalam merancang dan menyunting video serta memaparkan dan memilih imej-imej yang sesuai untuk kandungan dalam laman web dan aplikasi mudah alih media sosial. Strategi itu boleh mengurangkan keraguan khalayak terhadap ketepatan maklumat dan memberi dorongan kepada pelayar media sosial untuk mengenali konsep makanan tempatan dan seni kulinari di sesebuah tempat atau destinasi secara maya.

Kata Kunci: Makanan tempatan, kulinari, laman web media sosial, aplikasi mudah alih, destinasi

1. INTRODUCTION

For the past two decades, local food and culinary have captured many scholars' attention, not just to analyse their role in the market and brand place or destination. Many studies begin to show an interest in deeper exploration on the details of the story, including how and why local foods are prepared and served at a particular place/destination (e.g., Civitello, 2011; Goody, 1982; Lugosi, 2013; Mennell, 1985; Moreno & Malone, 2021; Sims, 2009). As time goes by, changes in technology and lifestyle have significantly influenced local food production and disseminated knowledge to people about it, including marketing a place or destination. From conventional printed cookbooks and posters, learning and getting information about local food today are made available via series of cooking shows or place documentaries on television.

Furthermore, introducing social media platforms either on websites or mobile applications has provided more options and freedom to people and relevant stakeholders to share information about local food and culinary of a place or destination. Readily accessible online (i.e., stream or download) information about local food or more appropriately specific meals/dishes of a place or destination encourages related scholars to analyse the dynamic role and advantages of social media websites and mobile applications within the local food and culinary field of study (Hegyes et al., 2017; Kirkwood, 2018). However, analysis about the various mixed types of local food and culinary information has been shared and streamed, as well as ready to be downloaded desires serious attention among the scholars. This allows a better understanding of how and why the content creators chose certain information such as videos and photographs to educate and share with viewers/users (i.e. the online community) about local food and culinary of a place or destination. Therefore, this paper specifically aims to analyse videos and photographs employed and shared through social media websites and mobile applications to educate viewers/users about a place or destination's local food and culinary concept. Online information materials specifically photographs and videos related to local food, which are made available and published for public access were analysed for this study.

Given the existence of social media websites and mobile applications within the culinary and gastronomy spectrum; there is an increase in demand from not only tourists but other people (i.e. website

viewers or mobile application users) in getting a place or desired destination, and online information including local food and culinary at anytime and anywhere. A group of culinary-centric people known as foodies (i.e., travel for food including attending cooking classes and food festivals/events) is highly interested in learning about food regardless of local or international (Richards, 2012). Some people merely search for relevant culinary and food information for leisure (i.e., gain additional knowledge and share with others) (Jalis et al., 2008; Kivela, & Crotts, 2009; Richards, 2012). In addition to this, some people use social media as a platform to virtually explore in order to allow them to gain a deeper understanding and practise (i.e., prepare and serve) about specific meals or dishes of local food and culinary of a place or destination either for personal or business reasons. Regardless, creating specific content particularly about local food and culinary of a place or destination requires more than just a computer or mobile device hardware and software. More importantly, local food information details enable delivering a reliable message and knowledge via social media websites and mobile applications.

Sharing ideas and concepts of local food and culinary of a place or destination through online social media platforms such as BlogSpot, Facebook, Instagram, Twitter and YouTube, and mobile applications have been recognised and accepted by contemporary society since 2010. These online social media websites and mobile applications gradually change how people communicate and collect information from hard and thick printed documents to soft and more flexible electronic documents, including videos and voice recordings (Baruah, 2012). Besides television cooking series and documentaries such as Master Chef and Marion's Kitchen; food television channels such as Asian Food Channel and Food Network; printed destination recipes cookbooks and magazines, and many places or destinations have seen great potential in social media websites and mobile applications not only to market and promote themselves, but share and educate widely about their local food and culinary specialities with unlimited capacity at any time (Hegyes et al., 2017). A recent study on tourists' activities related to food consumption and experience dining at restaurants revealed that information posted and shared on social media is valuable for others (Hwang et al., 2021). Positive reviews with appealing food photographs affect tourists' decisions in where to eat or buy their food. Delivering a clear and reliable message about the product and service are crucial via social media. In the case of discussion and analysis in

this paper, the accuracy of the story and details enable to educate and create a better understanding of the local food and culinary characteristics of a place or destination.

2. LITERATURE REVIEW

As previously discussed in Section 1, social media websites and mobile applications are gradually integrated into a place or destination's local food and culinary routines. A few studies within the food, tourism and social media context heavily focus on providing information on food spots, food outlet or destination marketing and branding, food tips and guides, and online cooking lessons. On top of all these, Jalis (2016) emphasises there is a need also to have a deeper understanding of local food and culinary details of a place or destination. This allows tourists to recognise the local food quality and appreciate the unique food sensory combination or mixture created and embraced by people who live at a particular place or destination. To support this viewpoint, this section discusses the concept of social media and its importance. The fundamental understanding of local food and culinary of a place or destination is further elaborated to inform on the information employed in 'telling and sharing' (i.e., educating) with people or more appropriate social media users or viewers.

2.1 Social Media and its Importance
Social media is an online platform that allows users (i.e., account owners) to interact with viewers (i.e., visitors who view the social media account) by creating, sharing, or exchanging information. As described by Baruah (2012), the interaction through social media could be in the form of text or voice recording (i.e., audio) and video or photographs (i.e., visual) either live streaming or posting (i.e., sometimes could be downloaded). The combination of society and media has significantly contributed to many people's lifestyles, particularly communicating and staying connected worldwide.

The rise of several social media websites (i.e., web-based technology) such as Facebook, Twitter, Instagram, YouTube, etc. and mobile applications (i.e., mobile technology) have amid a social media revolution are evidence of the change of communication concept. Historically, sending and receiving messages or information has been identified in various forms, including verbal (i.e., oral and written) and non-verbal communication (i.e., body language

and sign) (Sparks, 2015). Between the 18th and 19th centuries, discoveries were reported in which telegraph was introduced in 1792 (Baruah, 2012). Following this, telephone, radio and television were discovered and heavily utilised by people and organisations to send and receive messages or information. Today, in the 21st century, electronic devices such as laptops, tabs and smartphones are seen as communication essentials that gradually have replaced the conventional way of delivering messages or information (Hermanda et al., 2019). With sophisticated technology and features set with internet support, social media allows message delivery to multiple receivers at a single click within a few seconds at a lower cost (Sparks, 2015; Wielki, 2020). Moreover, social media websites and mobile applications are capable of storing interaction dialogues between users and viewers online (i.e., cloud storage). It acts as evidence of information sources for future reference, either as a reminder or past memory. Additionally, many social media websites and mobile applications are now facilitated with special features to find and recommend ideas or topics for communication, including place, food and culinary-related details as conversation content (Hegyes et al., 2017).

Studies found that social networking sites and applications, blogs and content generating sites and applications are among popular social media classifications used by people or organisations to share and exchange information. It was found that content-generating sites such as YouTube were reported among the most frequently used by many people with million views daily/weekly recorded by YouTube worldwide (Hermanda et al., 2019). At the same time, more than half of the total world population registered themselves as Facebook, Twitter, and Instagram users (i.e., social networking sites and applications). It was also reported that the majority of social media users participate at least once a week — with half of them daily discussing or sharing information about news, personal daily activities, work-related details and casual conversations — including food and culinary-related information such as new restaurant establishment, food review and posting; and stories about culinary journey and experiences especially on specific local meal or dish of a place.

Therefore, social media, either websites or mobile applications, has opened a new dimension in communication and changed people's interaction styles. From as simple as typing a text to virtual live streaming, the aim is to get people to stay connected through these

online platforms. Similarly, a place or destination often employs these social media to inform people about its identity and uniqueness and discuss the concept and specific characteristics of their local food and culinary experiences.

2.2 Local Food and Culinary

Local food is often observed as the style or unique culinary experience of a particular place or destination. The ingredients that highlight the essence of local food quality, including flavour and appearance, have become a symbolic way of differentiating place or destination (Bessiere, 1998; Lugosi, 2013; Okumus & Cetin, 2018). Within gastronomy and tourism studies, Richards (2012) states that many tourists travel to a place or destination to experience its culinary offers, including to savour local food (i.e., sense and taste of place). This clearly indicates local food and culinary role in being identified as integral to a place or destination (Sims, 2009). It is also important for a place or destination to understand and clearly define its local food. Doing so, showcases its local food and culinary characteristics to better understand and differentiate itself from other places or destinations.

A fundamental concept of local food is knowing what is good to eat and how it can be tasted to provide nutrients and satisfy hunger. It involves a specific culinary creativity appreciation made available at a place or destination. In short, food is the 'perfecting of nutrition' (Revel, 2007, p. 54). This term is well understood and has widely been recruited to elaborate sensory food values which add flavour, texture, colour and other distinctive features of a meal or dish prepared and served by people at a particular place. Bourdieu (2005), Civitello (2011) and Higman (2011) believe that food and culinary are, in essence, cultural expressions involving various methods of food preparation and combinations of ingredients. The authors further emphasise that culinary is a term that is associated with characterising and distinguishing food. Whilst, the word 'local food' denotes any meal or dishes locally produced and has been localised in terms of the sensory and appearance characters in a particular place or destination. Thus, choosing the right food which can represent the uniqueness of a place's or destination's identity is crucial.

A meal or dish often appears to represent the local food specialities of a place or destination. Since the 16th century, food was no longer seen as only one of basic human needs (Clark, 1975). People have

recognised it as something valuable to speak about the uniqueness of a person or group of people's artistic creations. As defined by Bourdieu (2005), food encompasses understanding the whole concept of preparing and serving it and improves the taste and appearance quality.

As early as French Revolution, scholars have progressively explored culinary development and changed the uniqueness of local food of a place or destination (Goody, 1982; Mennell, 1985; Appadurai, 1988; Urry, 1995; Bessiere, 1998; Okumus et al., 2007; Civitello, 2011; Higman, 2011) particularly. Ingredients, cooking method, style of food presentation and eating manner are among the core components that highlight the quality and flavour of local dishes becoming a symbolic way to distinguish the French cuisine from others (Bessiere, 1998; Lugosi, 2013). For example, Paris is internationally recognised as the city of love, famous for haute cuisine. This cuisine style is synonymous with France, a famous destination among foreigners. Sense of place helps people understand the explicit and implicit local food and culinary of the place or destination (Richards, 2012; Jalis et al., 2014). This clearly indicates the role that local food plays a part in place or destination identity. For a person or group to experience a taste or sense of place or destination, it is vital for a place or destination to educate its local food and culinary. By doing so, it showcases the specific characteristics of its local food and culinary.

The attraction of local food and culinary not just from preparing and serving high-quality food mostly comes from unique characteristics of local food and opportunities to purchase and sample unique products that are not readily available at a particular place or destination (Kivela & Crotts, 2009). Sim (2009) and Timothy and Ron (2013) further elaborate on local food and culinary nowadays recognised as a foundational part of local heritage and can be seen as a force for sustaining and upholding heritage values and thus adding to the taste of place or destination. As described by Boyne et al. (2003), the growth of the distinctive characteristic including the cultural identity of a region or a place through the incorporation of local food and culinary are considered an important aspect, especially within place-based tourism concept (e.g., tomyam for Thailand and sushi for Japan).

All these have built a solid basis to this present study, especially in understanding the various local food and culinary information, including geographical (Bessiere, 1998; Lugosi, 2013), historical

(Sims, 2009; Timothy & Ron, 2013), and social backgrounds (Bourdieu, 2005; Civitello, 2011; Higman, 2011) shared through social media websites and mobile applications to educate viewers/ users.

3. METHODOLOGY

For this study, a qualitative research design was adopted. A total of 32 social media websites and mobile applications accounts specifically registered and established to share and discuss local food and culinary of a place or destination were identified and approached for this study. Only 21 agreed to participate with anonymity, and confidentiality must be maintained throughout the data collection and analysis process, including in any publication. To ensure consistency and validity of the findings; active with local food and culinary content posting, own and supported by relevant respective local or destination authorities, has been established more than five years (i.e., with reference to the profile details, number of followers and viewers) and not for the purpose of recipe and cooking tips were set as selection criteria. The data were extracted from participating social media websites and mobile applications accounts between November 2019 and January 2020. This paper analysed the content of participating social media websites and mobile applications specifically created to share and discuss local food and culinary of place or destination. The summary of data collection is in Table 1.

Table 1: Summary of Data Collection Sources

No.	Social Media Classifications	Local Food and Culinary Themes	Total Participation	Total Data Collection	
				Videos	*Photographs*
1.	Social networking sites and applications	• Geographical • Historical • Social background	11	38	421
2.	Blogs		3	-	78
3.	Content generating sites and applications		7	63	-

Scholars often utilise content analysis to analyse the information or messages conveyed in materials representing cultural aspects or place research (Kassarjian & Kassarjian, 1988; Krippendorff, 2004). It is important to note that there is 'no right way' to embrace the content as most of the materials created and posted are socially constructed (Vespestad, 2010). Content analysis was employed on videos and photograph posting, which are made for public viewers. Figure 1 illustrates the content analysis framework utilised in this study based on Krippendorff (2004).
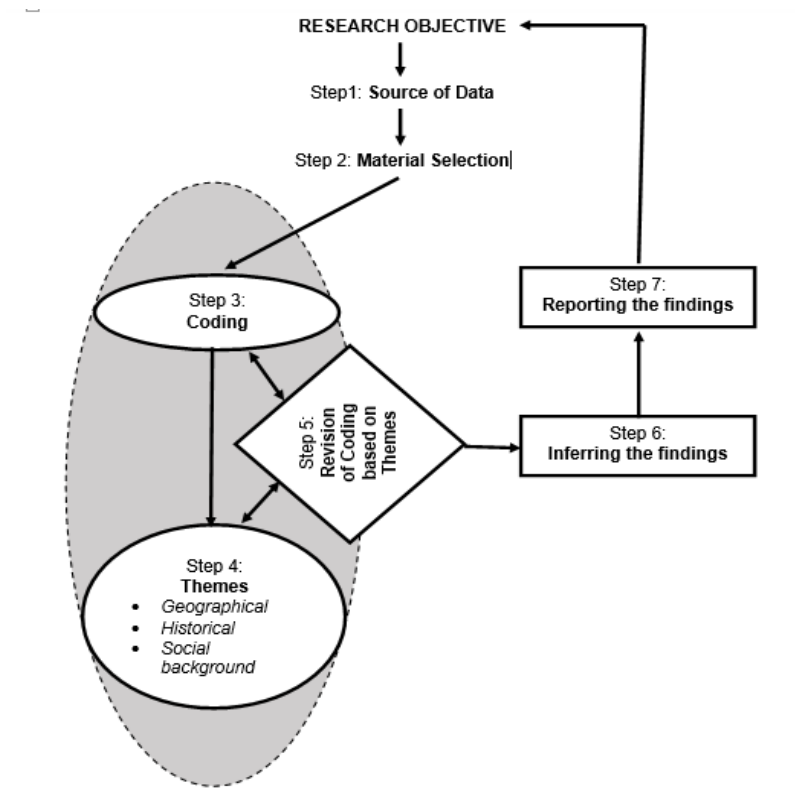

Figure 1: Content analysis framework for this study as adapted from Krippendorff (2004)

The analysis is based on the three major local food and culinary conceptual categories discussed in Sub-Section 2.2. The following section presents the findings from the data gathering and analyses.

4. FINDINGS AND DISCUSSION

4.1 Local Food and Culinary Video Analysis

Content analysis performed on 101 videos in the participating social media websites, and mobile applications accounts reveal a 'geographical' theme which exposes the viewers or users about cooking ingredients (i.e., locally farmed or grown) as the most important aspect in describing local food and culinary of a place or destination. Clearly, the majority of owners of the social media accounts who supported by relevant respective local or destination authorities have determined that place or destination sceneries significantly contribute to viewers/users understanding of the local food and culinary specialities through showing and telling a story about various types of ingredients and agricultural activities available in a local setting. The ingredients featured were critical elements in making certain place or destination meals or dishes distinguishable, thus echoing Civitello (2011), Fischler (1988), Jalis (2019) and Richards (2012) who emphasised the use of ingredients in creating local food. Furthermore, it was found that 52 videos (51.49 per cent) provide an opportunity to virtually experience and feel the local ingredients' sensory qualities such as freshness, true colour and texture (i.e., in reality or technically known as 3D format) at the place or destination. The videos aim to convey the various sensory food experiences and information that social media viewers/users will encounter when visiting the place or destination to sample local food.

The social background was identified as the second highest theme found from the video analysis. A total of 29 videos (28.71 per cent) presents content about stories and actions of local people, including their cooking skills, eating manners, and food presentation styles, which were observed throughout the content analysis. For example, specific cooking skill is required to handle locally grown or farmed ingredients. It has several videos focused (i.e., not only zoom in but allocate a substantial amount of time of the entire video duration) on the uniqueness of the technique to prepare a meal or dish of a particular place or destination. In addition to these findings, 11 videos (10.89 per cent of the total) focus on rules and styles to enjoy the local food as part of culinary practices narration. Regarding a

place or destination, certain local food requires specific chinaware and silverware, such as chopsticks, clay pots, or fingers to pile or pick meals from a plate on the table. All these enhance social media viewers'/users' knowledge to have a better understanding of the relationship between local people's culinary creativity and place or destination.

As for history, it seems that this theme is less frequently employed and incorporated in 9 (8.91 per cent) videos uploaded and posted on the participating social media websites and mobile applications. However, the analysis showed that historical and heritage stories of a place or destination contribute to the formation and creation of local food and culinary practice. Both stories enable the social media viewers/users to connect them with local people's way of life in the past, which is one of the pillars of the place or destination identity. In addition, the historical and heritage stories behind the local food creation and culinary practice are seen as evidence of the authenticity and origin of local food production to some places or destinations in this world (Timothy & Ron, 2013).

4.2 Image or Photographic Analysis

Although there are many advantages to employing and posting video presentations on social media websites and mobile applications to describe and educate about the local food and culinary of a place or destination, photographs were identified as similarly relevant for the same purpose. Content analysis was performed on a total of 491 photographs collected from 21 social media websites, and mobile applications participated accounts.

Photographs categorised in geographical themes appear to be the most frequently employed in almost every social media website and mobile application, with 299 photographs (60.9 per cent) out of the total count. These pictures serve the same functions as shown in the video collection gathered and analysed for this present study. Pennisi et al. (2011) assert it is important to keep images including photographs simple and attractive. Nevertheless, photographs of most cooking ingredients and specific meals or dishes were relatively low-resolution, making any social media viewers/users struggle to capture the local food and culinary identity. Furthermore, including many images of a meal or dish does not necessarily help improve viewers'/users' understanding of local food and culinary of a place or destination. On the other hand, those photographs might provide

some suggestions for deciding what to eat. It is interesting to note that each participating social media website and mobile application highlight a different type of local food and culinary to represent the identity uniqueness of a particular place or destination. Three local food and culinary images (i.e., raw or cooked ingredients, specific cooked meals or dishes and locally grown fruits) captured the place, or destination sceneries or backgrounds were found in 71 photographs (14.46 per cent). This shows local sceneries or backgrounds emphasise the place of origin and deliver ideas where the local food is produced and made available for authentic culinary experiences.

Photographs, which are categorised in social background themes, can communicate the aesthetic values of the local food and culinary of a place or destination's distinct characteristics through cooking skills, eating manners and food presentation styles. Jalis et al. (2014) and Okumus and Cetin (2018) noted that images of dining places and practices helped create excitement regarding local food and culinary of a place or destination. A total of 68 photographs (13.85 per cent) aim to convey the various food and culinary experiences social media viewers/users will have when tasting local food and experiencing its unique culinary concept. For example, the presentation of people preparing meals or dishes in every single social background theme photograph, with unique cooking skills and specific cooking utensils, is highlighted to educate the social media viewers/users about the concept and idea of local food and culinary.

The historical details featured tell a story about local food production as an art of place or destination culinary experiences. People preparing local food in black and white colour format; people wearing traditional and cultural costumes either serving or enjoying meals; and specific locations such as old streets where food selling and buying activities can be found; were the most frequent images appearing in 53 photographs or 10.79 per cent of the photographs. Meanwhile, photographs of local food market night markets and food bazaars where both fresh supplies and local cooked food can be purchased daily as well as people from diverse cultural backgrounds enjoying local food, were found in this theme (i.e., historical). The element in those photographs aims to connect the social media viewers/users with the place or destination ethnic groups' identities.

5. CONCLUSION

The central focus of this paper was to identify information through videos and photographs employed and shared by social media websites and mobile applications owners to educate viewers/users about a place or destination of local food and culinary concepts. The findings emerged through content analysis performed on video and photograph collections in participating social media websites and mobile applications revealed that the availability of locally farmed or grown cooking ingredients is crucial in educating about local food and culinary of a place or destination. This is aligned with Bessiere (1998), Civitello (2011), Higman (2011), Jalis et al. (2014) and Okumus et al. (2013) and Okumus and Cetin (2018), who emphasised that cooking ingredient speaks specific unique characteristics of local food and culinary prepared and served by people who lived at a particular place or destination. The cooking ingredients help social media viewers/users to understand the association between resources availability and certain agricultural activities within the geographical setting of the place or destination.

Furthermore, this paper, within the context of videos and photographs posted and shared through social media websites and mobile applications, has discovered that the way local food is being appreciated through differentiation practice of eating manners, cooking skills and usage of specific cooking utensils/equipment signify social background roles in local food and culinary creation and development. Food-related activities such as preparing and consuming local food were mediums for a social background that emphasises place or destination identity (Duruz & Khoo, 2015; Richards, 2012). All these elements do not merely describe the local food production process and style of eating but enhance social media viewers or users' knowledge to better understand the local food and culinary of a place or destination.

Finally, the historical explanation appears as the least important information found in videos and photographs posted and shared on social media websites and mobile applications. This shows that the participating social media websites and mobile applications owners pay careful attention to the contents of the videos and photographs. Although past studies showed people were highly motivated to learn and engage with the stories behind local food creation (Getz et al., 2014), none of them assured whether historical reasoning is able to inform the truth of local food and culinary identity, especially within

social construction study nature (i.e., a few historical story versions based on family practice and passed down from one generation to another). According to Timothy (2016), inaccurate historical and heritage facts could mislead people in interpreting and understanding messages or information received. This applies particularly to the detailed content of the videos and the selection of images in the photographs used to describe local food and culinary.

In conclusion, this paper determined that social media websites and mobile applications are among the most efficient communication channels to disseminate stories and information about the concept of local food and culinary of a place or destination. Moreover, within sophisticated features arrangement and technology advancement, social media were the most frequently visited virtual space, with a more interactive setup. This paper suggests that respective social media websites and mobile applications pay more attention to the content details (i.e., both technical and specific idea/message) presented in both videos and photographs. Careful attention to the details and information accuracy help to provide social media viewers'/users' specific knowledge and understanding about the local food and culinary concept of a place or destination. Nevertheless, the social media websites and mobile applications which contributed data to the findings in this paper confirmed that geographical facts (i.e., essential and significantly important), social background (i.e., moderately important, at the same time enhance the understanding) and historical facts (i.e., least important) are crucial in local food and culinary creation and development at any particular place or destination.

The limitations of this study are largely driven by the generalisability of the findings and the research method. Addressing the limitations provides several possible considerations for future inquiry to have a better understanding of the local food and culinary education of a place or destination through social media platforms. It is hoped that future research could further explore on the contribution to the tourism literature and enhance the existing body of knowledge pertaining to place or destination local food and culinary.

This research only focused on selected social media platforms specifically dedicated on education local food and culinary of a particular place or destination which provides limitations to the research design. The specific context of the social media which focused on certain place or destination local food and culinary limit the

applicability of the findings for other countries. This study also highly recommends that future studies conduct an empirical investigation to compare between two or more place and destination (i.e. perhaps between western and eastern countries) to provide more theoretical and practical insight on the local food and culinary through relevant social media platform. Future research in this area will help to provide a deeper understanding of how different information and local food and culinary uniqueness have been used to educate social medias' viewers/users.

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