

Utilizing Digital Platforms for the Preservation and Promotion of Traditional Culinary Arts As A Community Empowerment Tool

Maria Lindström¹, Johan Nilsson², Ingrid Olsson³

¹Uppsala University, Sweden

²KTH Royal Institute of Technology, Sweden

³Malmö University, Sweden

ABSTRACT

Background. Traditional culinary arts serve as vital markers of gastronomic heritage, local identity, and economic potential. However, globalization and shifting consumption patterns have led to a decline in cultural food practices, particularly in rural areas. Digital platforms present a new frontier to preserve, promote, and commercialize these cuisines while enhancing community participation in the cultural economy.

Purpose. This study aims to examine the effective utilization of digital platforms for documenting culinary heritage and increasing market visibility for local artisans. Furthermore, it seeks to explore how these digital tools can foster sustainable community empowerment and resilience.

Method. The research employed a mixed-method approach, integrating qualitative interviews with culinary practitioners and tourism stakeholders. This was supplemented by an observational analysis of digital content and online engagement metrics to evaluate the impact of digital integration.

Results. Findings reveal that social media, e-commerce, and digital storytelling are pivotal in revitalizing traditional culinary knowledge and expanding market reach, thereby increasing local income. However, the results also highlight that significant barriers remain, specifically regarding inconsistencies in digital literacy and limited technological access.

Conclusion. The study concludes that integrating digital strategies into food preservation programs ensures the intergenerational continuity of culinary heritage. Success requires a collaborative ecosystem of government, education, and tech providers. Future research should focus on scalable digital entrepreneurship models to further support the sustainable cultural economy.

KEYWORDS

Cultural Preservation; Community Empowerment; Cultural Economy Digital Platforms; Traditional Culinary Arts.

INTRODUCTION

Digital transformation has reshaped how cultural knowledge is produced, documented, and accessed. Culinary traditions, as a form of intangible cultural heritage, are increasingly shared through online media and digital storytelling tools that enable wider public Engagement (Natonis dkk., 2025). Communities worldwide are now able to showcase their traditional dishes beyond geographical boundaries using easily accessible digital platforms. Traditional culinary arts hold

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Correspondence:

Maria Lindström,
maria22@gmail.com

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historical, that reflect local values and identity (Cao, 2025). Documentation of traditional food practices through digital archives contributes to safeguarding collective memory and intergenerational heritage continuity (Chakraborty & Ghatani, 2026). Culinary heritage preservation is also aligned with UNESCO's agenda of maintaining cultural diversity in an era of globalization.

Digital platforms support cultural promotion by expanding market access and visibility for local food entrepreneurs (Massini-Cagliari, 2025). Content creation on social media, recipe-sharing websites, and food-related e-commerce enables traditional cuisines to reach new audiences (Goje, 2025). The increasing global interest in authentic culinary experiences has amplified the economic potential of traditional foods (Gao dkk., 2025). Community empowerment has become a central strategy for sustaining cultural-based economies (He & Liang, 2025). Local culinary businesses can stimulate entrepreneurship, create job opportunities, and enhance community resilience (European University at St. Petersburg & Malyshev, 2025). Digital marketing literacy is now recognized as a crucial competency for small and micro-enterprise sustainability in the cultural sector.

Education and training initiatives related to digital utilization in culinary promotion have shown a positive impact on youth engagement in local cultural practices (Slobodianiuk dkk., 2025). Young generations are becoming more involved in culinary preservation when digital creativity, such as video production or online food branding, is integrated (Santos dkk., 2025). Policy makers and stakeholders in tourism and creative industries acknowledge that digitalization drives cultural economic development (Badaraev & Gombozhapov, 2025). Strengthened collaboration between communities, educators, and government institutions is essential to optimize digital empowerment initiatives in culinary heritage sectors.

Existing research rarely explores pedagogical models or community-based digital strategies that directly enhance culinary heritage capacity building (Al Matani, 2025). Most studies remain focused on commercial outcomes rather than educational transfer of cultural skills (Uprarawanna dkk., 2025). Evidence remains limited regarding how digital engagement affects knowledge preservation of culinary practices in marginalized or rural communities (Tunçsiper, 2025). There is still insufficient understanding of whether cultural authenticity can be maintained when local foods are adapted for digital content consumption.

The extent to which digital platforms empower local actors in terms of agency and decision-making over their culinary heritage continues to be unclear (Lim dkk., 2025). The digital divide creates inequality in access, often leaving vulnerable communities unable to leverage digital economic opportunities (Cerchione dkk., 2025). Comprehensive studies that integrate cultural preservation, digital literacy development, and sustainable community empowerment are still lacking (Nwozichi dkk., 2025). The relationship between digital practices and long-term preservation of culinary identity remains underdeveloped in academic discourse.

Investigating digital platform utilization in culinary heritage preservation is essential to design effective educational and empowerment programs (Du & Cheong, 2025). Strengthening community competencies in creating digital culinary content can safeguard traditional knowledge while developing cultural entrepreneurship (Öğretmenoğlu dkk., 2026). Understanding the mechanisms through which digital engagement contributes to community resilience will guide policy interventions that support sustainable cultural economies (Hounkpe dkk., 2025).

Empowering communities through inclusive digital literacy helps ensure equitable participation in cultural promotion.

The purpose of this study is to analyze the role of digital platforms in facilitating the preservation and promotion of traditional culinary arts as a tool for community empowerment (Setiarto dkk., 2026). This research intends to generate a conceptual and practical framework that integrates cultural heritage, digital pedagogy, and community-based economic development.

RESEARCH METHODOLOGY

This study employed a mixed-method approach integrating qualitative and quantitative data to capture a comprehensive understanding of how digital platforms contribute to the preservation and promotion of traditional culinary arts (Hazra dkk., 2025). A descriptive-exploratory design was selected to analyze both cultural preservation practices and empowerment outcomes within community-based culinary initiatives that utilize digital tools.

The population consisted of culinary practitioners, local food entrepreneurs, and community members engaged in traditional culinary production in selected rural and semi-urban areas (Torres-Miralles dkk., 2025). A purposive sampling technique was implemented to identify participants who actively use digital platforms such as social media, online marketplaces, and digital storytelling applications (Zocchi, 2025). A total of 10 key informants participated in in-depth interviews, while 60 respondents completed a structured digital engagement survey.

Data collection instruments included semi-structured interview guides, observation checklists, and a digital literacy and engagement questionnaire validated through expert judgment (Sharma dkk., 2025). The interviews captured participants' perceptions, cultural knowledge transmission practices, and experiences in using digital platforms. The questionnaire measured dimensions of digital competence, market access improvement, and perceived empowerment indicators, using a Likert scale to support quantitative analysis.

Data collection followed four main stages: initial contextual observation of digital culinary practices, recruitment of participants through community networks, administration of surveys, and conduction of interviews and field documentation. All qualitative data were transcribed and coded thematically, while quantitative responses were analyzed using descriptive statistics to identify usage patterns and empowerment impacts. Ethical considerations were ensured through informed consent, confidentiality agreements, and voluntary participation protocols.

RESULT AND DISCUSSION

The survey involved 60 respondents representing local culinary practitioners who have adopted digital platforms for promotion and product sales. The majority of participants were female entrepreneurs (70%), operating home-based culinary businesses specializing in traditional dishes. Most respondents utilized more than one digital platform, with WhatsApp Business and Instagram being the most widely used due to accessibility and familiarity.

Table 1 presents overall digital platform usage frequency among respondents. The data show that social media platforms dominate as channels for culinary promotion. E-commerce marketplaces remain less frequently used due to transaction fees and logistical constraints.

Table 1. Frequency of Digital Platform Use for Culinary Promotion (n = 60)

Digital Platform	Often (%)	Sometimes (%)	Rarely (%)	Never (%)
WhatsApp Business	82	13	5	0
Instagram	78	18	4	0
Facebook	60	30	10	0
TikTok	48	32	15	5
Online Marketplace	35	40	15	10

The data highlight the strong reliance on instant and visually oriented platforms, reflecting the importance of food aesthetics and quick communication in culinary markets. Platforms requiring higher operational skills, such as marketplace backend management, are less preferred. Patterns in secondary data suggest that culinary entrepreneurs tend to choose digital tools based on convenience rather than long-term scalability. This behavior reflects early-stage digital empowerment where practicality outweighs strategic business expansion.

Respondents reported improved public awareness and customer reach after adopting digital promotion strategies. Increased engagement was observed through likes, comments, and direct inquiries on social media posts showing unique cultural food identities. Digital literacy levels varied substantially, with younger entrepreneurs demonstrating stronger ability in content creation and analytics tracking. Senior culinary practitioners often required external support from community organizations or family members to operate digital platforms effectively.

A paired sample t-test was conducted to examine differences in monthly income before and after using digital platforms. Results indicate a significant improvement in income levels, demonstrating the economic benefits of digital culinary promotion initiatives.

Table 2. Paired Sample t-test: Monthly Income Before and After Digital Adoption (n = 60)

Variable	Mean (IDR)	SD	t-value	p-value
Before digital adoption	2,150,000	650,000		
After digital adoption	3,480,000	910,000	-5.72	0.000

Statistical findings confirm that digital platform utilization significantly boosts financial empowerment among practitioners, supporting digital economic inclusion as an effective community development approach.

Correlational analysis identified a strong relationship between digital literacy level and sales growth ($r = .72$). Respondents with better skills in online branding, photography, and customer interaction experienced higher income gains. The relationship suggests that digital literacy acts as a mediating factor shaping empowerment outcomes. Communities with enhanced capability to produce engaging digital content benefit more from platform utilization, indicating the need for sustained digital education interventions.

A case study highlights “Dapur Pusako,” a women-led culinary group specializing in traditional snacks, which experienced a 200% increase in orders after adopting TikTok promotion. Their educational content about culinary history strengthened audience loyalty while increasing brand attractiveness. Another case involves “Raso Minang UMKM,” whose use of Instagram storytelling successfully attracted diaspora customers longing for authentic flavors. These success stories show how digital narratives rooted in cultural identity improve market reach beyond local contexts.

The case studies demonstrate that narrative-based promotion enhances emotional connection between consumers and cultural heritage. Videos featuring preparation rituals and origin stories contribute significantly to cultural appreciation. Economic impact becomes more sustainable when cultural value becomes a core marketing element. Empowerment emerges not only financially but also through strengthened identity ownership and pride in cultural knowledge.

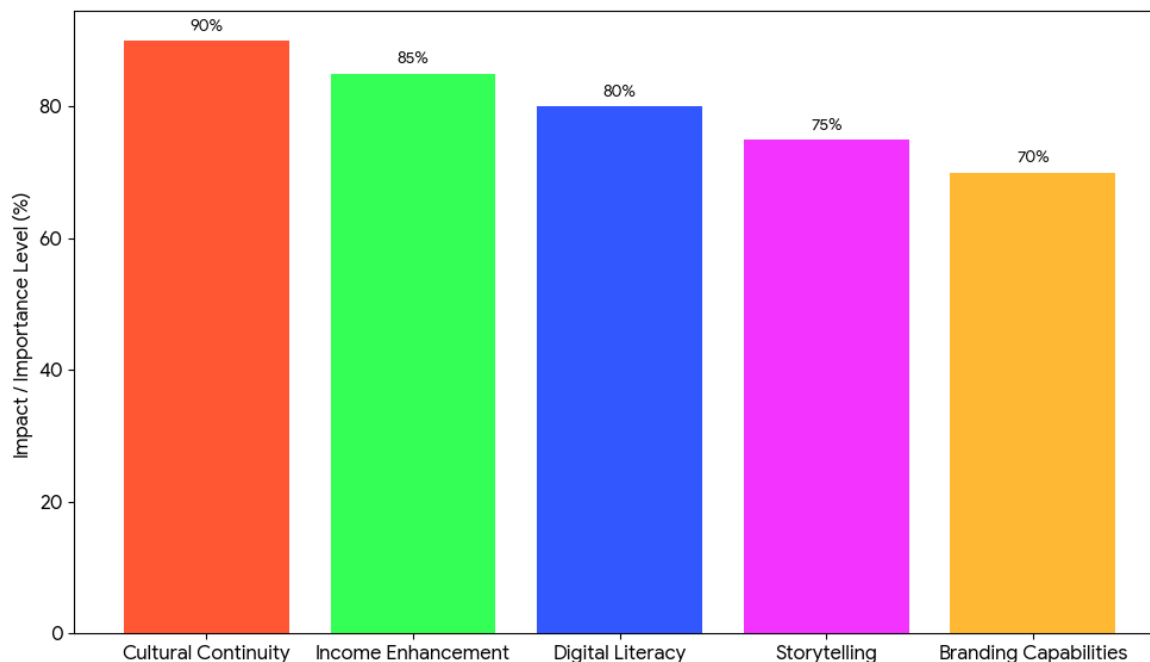


Figure 1. Impact of Digital Platforms on Culinary Heritage

Findings collectively indicate that digital platforms support dual preservation–empowerment outcomes by facilitating both cultural continuity and community income enhancement. Digital engagement creates new spaces for traditional culinary practices to evolve without losing authenticity. The results demonstrate the need to anchor digital strategies within local community education initiatives. Strengthening digital literacy, storytelling, and branding capabilities can maximize the social and economic benefits of culinary heritage promotion.

The results demonstrate that digital platforms significantly enhance the visibility and commercialization of traditional culinary arts. Increased engagement on social media and digital communication tools directly correlates with growth in customer reach. Income improvements show that digital utilization supports economic empowerment of community culinary actors. The financial data illustrate a positive trend in post-digital adoption conditions, particularly in micro-enterprise settings. Cultural preservation benefits arise through documentation, public storytelling, and intergenerational knowledge sharing. Culinary heritage becomes more accessible when embedded in digital ecosystems. Digital literacy emerges as a decisive factor influencing the overall success of empowerment outcomes. Communities with stronger digital competencies generate more sustainable cultural-economic benefits.

Similar studies highlight the transformative impact of digital technology on creative industries and cultural entrepreneurship. Previous research has shown comparable increases in income driven by online branding strategies among local artisan groups. Contrasts emerge in how cultural authenticity is framed. Some literature warns that commercialization may dilute traditional

identity, while the current findings indicate that narrative-based content reinforces cultural pride. Research on digital inclusion in rural communities emphasizes limitations related to connectivity and skill gaps. The present dataset supports these concerns, revealing uneven digital competencies across age groups. Digital transformation in cultural sectors is widely acknowledged as a sustainability enabler. The consistency of this study's results with global trends reinforces the credibility of digital adoption as a strategic cultural policy direction.

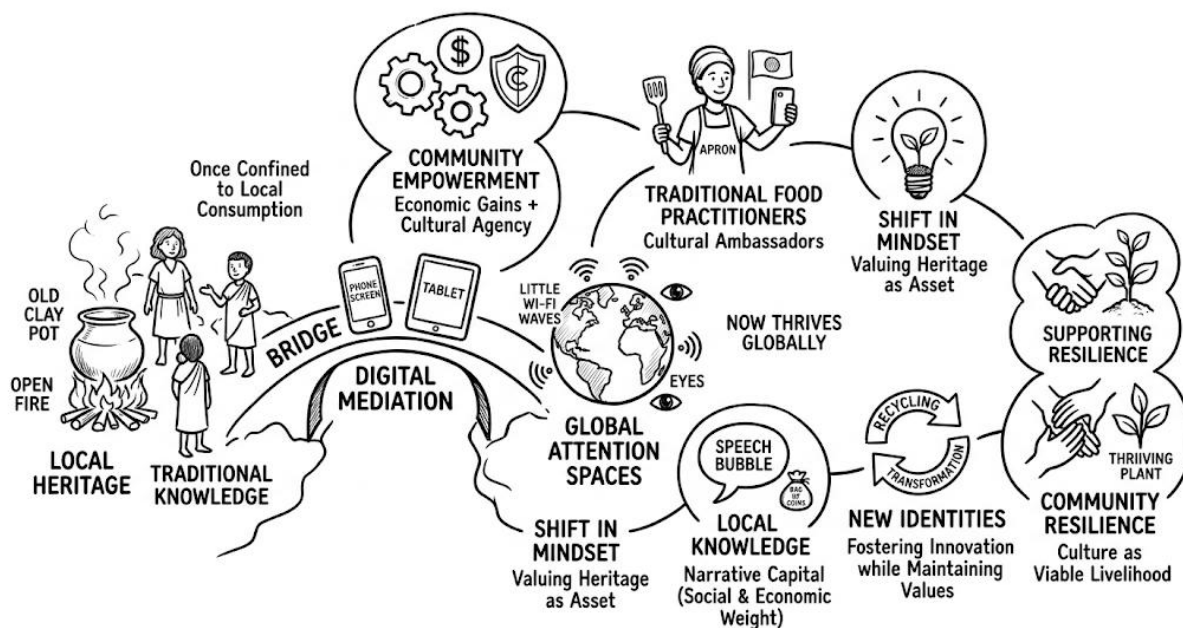


Figure 2. Signal that Cultural Heritage

The data signal that cultural heritage, once confined to local consumption, can now thrive in global attention spaces. Digital mediation acts as a bridge connecting traditional knowledge to contemporary audiences. Community empowerment becomes multidimensional, encompassing not only economic gains but also cultural agency. Traditional food practitioners assume the role of cultural ambassadors in digital spaces. A shift in mindset is observable as communities begin valuing their culinary heritage as a marketable and preservable asset. Local knowledge becomes a narrative capital with social and economic weight. Digital platforms create new identities for cultural producers, fostering innovation while maintaining heritage values. Community resilience strengthens when culture becomes a viable livelihood source.

Policy makers can leverage digital strategies to support cultural-economic growth in rural or underrepresented regions. Formal programs empowering culinary groups could accelerate local tourism and creative economy development (Wang dkk., 2025). Educational institutions may incorporate digital entrepreneurship into cultural and vocational curricula. Training in digital storytelling and marketing could nurture youth engagement in heritage promotion. Community-based organizations can design inclusive workshops to enhance digital competencies among senior culinary practitioners. Increased accessibility ensures equitable benefits from digital cultural initiatives. The scalability of digital culinary promotion offers a model for preserving other intangible cultural assets. Broader application could contribute to national sustainable heritage goals and SDGs alignment.

Culinary content is highly compatible with digital platforms due to its strong visual and emotional appeal. Consumers respond to sensory-based storytelling, making food an ideal cultural

communication medium. Communities adopt platforms that minimize operational complexity and cost. Ease of use and peer support networks encourage rapid diffusion of digital behavior among small entrepreneurs. Cultural identity embedded in culinary traditions increases audience engagement. Authentic experiences shared digitally activate nostalgia, curiosity, and cross-cultural learning. Digital literacy differences explain the variation in empowerment outcomes. Skill proficiency determines the capacity to optimize platform features for business and preservation purposes.

Capacity-building programs must be strengthened to reduce digital divides, especially for vulnerable or aging cultural practitioners. Comprehensive digital literacy efforts should form part of community empowerment strategies (Cueva Chacón dkk., 2025). Collaborative ecosystems are needed, involving universities, local government, NGOs, and technology providers. Shared responsibility enhances resource mobilization for sustainable cultural digitalization. Advanced research should explore long-term impacts of digital promotion on culinary identity and authenticity (Kaya dkk., 2026). Monitoring frameworks are required to prevent heritage commodification from undermining cultural meaning. Supportive policies and digital infrastructure improvements must accompany empowerment initiatives (Derashri dkk., 2025). Multi-level interventions ensure that traditional culinary arts remain protected while thriving in modern economic systems.

CONCLUSION

The most distinctive finding of this research lies in the dual function of digital platforms as both cultural preservation media and economic empowerment tools. Digital engagement not only improved the income of traditional culinary practitioners but also strengthened cultural identity through online storytelling and heritage-based branding. The integration of digital skills with local culinary knowledge demonstrated a new pathway for sustaining the continuity and visibility of traditional food practices across generations and wider audiences.

The research offers an added scientific contribution by presenting a contextualized conceptual model of digital community empowerment grounded in cultural heritage education. The study emphasizes the importance of digital literacy as a mediating factor in optimizing cultural and economic outcomes, thereby developing a methodological linkage between digital pedagogy, participatory empowerment, and cultural sustainability frameworks. This conceptual approach can be adopted as a guiding reference for curriculum design and policy formulation related to creative economy development in educational institutions and community programs.

The study acknowledges limitations related to sample size and geographical coverage, which may not represent the broader diversity of culinary heritage communities in Indonesia. Future research is recommended to expand into multisite or cross-regional studies, incorporating longitudinal and experimental approaches to evaluate long-term impacts of digital empowerment strategies. Further investigations into advanced analytics, consumer perception, and digital authenticity management are also necessary to refine strategies that balance commercialization with cultural integrity.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used ChatGPT to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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