

Gastronomy as Content in Social Media Facebook: Potential and challenge

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Abstract

Gastronomy represents food as content through social media, explaining the potential of creating content for creative industries in Malaysia. However, gastronomy as a creative culture has the challenge of sustaining in this digital era. Therefore, this paper attempt to see potential and challenge gastronomy as content besides look feedback based on social media Facebook, by explaining gastronomy as part of creative industries. Qualitative content analysis and thematic analysis were used in this paper, involving one posting on Facebook containing the comment. Results revealed potential and challenge gastronomy content that contributes to the ideas to create content for both creative and food industries.

Keywords: Facebook, gastronomy, content

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1.0 Introduction

Gastronomy as creative content impacts popular culture formation through society, especially the representation of food on social media platforms. The impact of this culture explains by exposure to the social media user's content. The term gastronomy through social media is an opportunity to see gastronomy as an alternative to understand gastronomy as part of creative industries through content. Interdisciplinary between two fields, creative industries and gastronomy, create an intention to see the relationship between these fields. This paper is important to the individual or organisation involved in creative industries to give ideas about the gastronomy content. Trends create a popular culture with the thoughts of the technology era, which involve gastronomy posting as content that forms trends.

The cultural trend has formed more up-to-date knowledge, which the culture picked up and applied to society (Bakhtiari, 2021). This knowledge led to the habit and developed a pop culture among the community, especially in the food field, involving representation through media. Trends bring popular culture to show the creativity and innovation that link to society. The relationship between food and gastronomy is the main idea to see and understand gastronomy. Representation of foods as popular culture creates a trend practised by the community nowadays. In social perspectives: culture and social anthropology food, traditional food knowledge refers to cultural food sharing, recipes, cooking techniques, and wisdom that needs to convey to society (Mohd, Mohd, Rosmaliza, Noriza, & Maria, 2018). The food aspect has led to the emergence of popular culture that reflects developments in various fields. In other words, gastronomy leads to the knowledge of traditional culture inherited from generation to generation. Gastronomy has a historical and cultural perspective that is still relevant to be understood as creative popular culture, although culture has become hybrid.

In Malay society, culture and tradition are accepted as a heritage and must preserve for the younger generations to experience. According to Suhaila & Shaiful (2015), food and foodstuffs describe customs and cultures that indirectly use functions in human life subtle.

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Generally, gastronomy has practised by the community to shape culture and build it as understanding and ideology. Gastronomy as popular culture has led to public acceptance and trained as a high culture leading to economic development. Rozin (2007) stated that economic and commercial could provide basic economic information that enhances the creative economy.

From the perspective of the creative economy, creativity and innovation, including creating creative works, make it an opportunity for creative industries in Malaysia, including various fields such as medicine, health, food, technology, textile, and agriculture. Content involving food is a popular culture in society, primarily through the representation of food on social media platforms. However, gastronomy is an essential aspect of introducing food in Malaysia. It associates with tourism gastronomy, better known as the Creative City of Gastronomy, intended as a tourist attraction. Although gastronomy and food have been considered part of creative industries (Chossat, 2008 & Harper, 2019), this understanding is still unclear regarding how gastronomy can be part of creative industries. Furthermore, the evidence of gastronomy and food referring to the same thing makes the terms of gastronomy misunderstood. As significant, gastronomy needs to prove as part of creative industries by looking at the potential of gastronomy as content.

In addition, gastronomy content practices by the community using technology reflect creative popular culture by applying media platforms (Coghlan, 2020). However, gastronomy content demonstrates the field of food. Ensuring that gastronomy remains relevant refers to the community's acceptance of content which is experiencing a mixture of the trend nowadays. The trends present a challenge in maintaining and producing gastronomy as content that remains relevant. The relevance of gastronomy and the function of creative industries has developed an understanding that gastronomy is part of creative industries. Through Moral (2020), gastronomy practice plays a role in creating a trend where gastronomic content expanded through social media. As remains, gastronomy content should explore as part of creative industries, especially in Malaysia. Therefore, feedback through gastronomic content needs to know the potential and challenges of gastronomy as content that benefits the creative and gastronomy industry.

2.0 Literature Review

2.1 Definition of gastronomy

The understanding of the term gastronomy has formed an understanding where it is associated with various things, but the central relevance is in the field of food. The terms gastronomy and food link the understanding of food involving the preparation of food, nutrients, and nutrition (Berkeley Library, 2022). Gastronomy underwent a transition of food as a source of income, banquets and subsequently introduced gastronomy as an art and a science (Sharma, 2019). Gastronomy does not have a specific meaning that is easy to explain. Yet, it can be understood as an art or science in good nutrition by linking cultures, arts, and traditions to diverse communities (UNWTO, t.t.). The term gastronomy indirectly suggests the involvement of various fields where it associates food with economic, social, and cultural. With this, it can conclude that the term gastronomy is not only tied to food but has relevance to other fields such as science, technology, marketing, economics, and history. The relevance of gastronomy as food, science, art, culture, and tradition has formed an interdisciplinary between two different things. The combination of gastronomy and several disciplines has developed several terms, including tourism gastronomy and molecular gastronomy. This study generally uses the term gastronomy, which suggests gastronomy as an art, science, culture, tradition, and practice involving food.

Gastronomy and food are two similar and related aspects. In this literature review, food and gastronomy are the primary reference sources for this study, followed by related studies, such as tourism and media. The interpretation of gastronomy as a fine art suggests that it is a work of art that has beauty or aesthetic value. According to Rodrigo & Bartrina (2020), the application of healthy food can help learn how to appreciate the taste and flavour of food by focusing on the enjoyment of food and food preparation. This understanding means that the aesthetic value lies not only in gastronomic representations but also involves taste, food preparation, and food ingredients.

According to Rinaldi (2017) states that food and gastronomy (F&G) has the potential to develop local development where it leads to economic, social, and environmental development, which contributes to settlement or locality. Furthermore, Rinaldi explains that gastronomy and food bring meaning to the local and global levels, involving space and culture and identifying differences through global competition. In addition, this study reveals that local gastronomy and food support specialities and attractions that should be seen and reinforced in terms of place (regional and geographical dimensions) and human resources (cultural dimensions).

Gastronomy is not only related to art and science, but it is also related to tourism. Tourism gastronomy forms five areas of focus, namely gastronomic heritage, gastronomic experience, ecotourism, tourism culture, rural tourism, and tourism and economic destinations, which emphasise food as a symbol of attraction in providing experience (Jong & etc., 2018). According to Soeroso & Susilo (2014), food is an attraction to the tourism sector. It suggests eight trends that make gastronomy a cultural attraction of tourism: trade activities, cultural diversity, communication media, demographics, community involvement, globalisation changes according to local tastes, product quality, and environmentally friendly products. The influence of tourism on gastronomy has to do with media coverage. Gastronomy has formed a multidiscipline between various fields where it benefits not only the area of gastronomy but also the fields of science, tourism, creative industries, arts and culture, and media.

In addition, gastronomy, tourism, and media interact and connect and influence each other. They use gastronomy as a medium of dissemination through movies, cooking shows, food reviews, social media, and personal views on cuisine, restaurants, and tourism writing (Frost, Laing, Best, Williams, Strickland & Lade, 2017). Digital technology shapes gastronomic tourism into an attraction where the display of food culture, tradition, and philosophy makes it a phenomenon (Turgarini, Pratiwi & Priyambodo, 2021). Gastronomy led to the construction of a new ideology combining several fields into a solid identity, especially in introducing gastronomy.

According to Gorgenyi, Mate, Vafaei, and Maria (2017) have argued that social media influence decision-making in gastronomy. Augmented reality (AR), identified as the physical world achieved through digital visual elements, audio, or sensory simulations delivered through technology, has developed gastronomy and healthy eating styles that help consumers produce a variety of recipes (Chitanic, Miron, Iftene, 2018). The combination of gastronomy and technology makes gastronomy content seen as exciting and can develop for the world community.

Gastronomy is not only tied to the process in which it displays and made into a meal, but it also affects the media and forms a popular culture in society. Society has practised gastronomic content using media platforms that can reflect creative popular culture (Coghlan, 2020). According to Moral (2020), the new gastronomic practice is the role of the mass media which can develop a trend where gastronomic content can expand. However, the role of the media has led to the dumping of television shows featuring cooking shows where inexperienced amateurs recognise as celebrity chefs. Moral also expresses gastronomic egocentrism, which is the ability to understand different views attributed to social networks and self associated with photography, and 'foodstagramming' as capturing pictures of food and displaying them on social media to give value to images of dishes from gastronomic importance. The representation of food through the media has made it a culture to the society that sees it due to the aesthetic value it displays.

The development of gastronomy and its connection with the creative field has formed a new understanding. According to Chossat (2008), gastronomy is a creative industry that undergoes development and combines food with various ingredients, including food, service, environment, and location. It is considered a friendly complex in economic terms. The relationship between gastronomy and other fields forms an opportunity as an interdisciplinary field. Chossat's argument regarding gastronomy as a creative industry is an essential clue in describing the field of gastronomy as part of the creative industry.

According to Otero (2018), gastronomy as a science is a new relationship, and it forms a critical interdisciplinary meeting point in understanding gastronomy. Gastronomy, science, and history have combined new foods and dishes and created multiple disciplines (Covarrubis, Buendia, Corona & Varela, 2022). The relationship between gastronomic culture and computer science provides an interaction in which computers, chefs, and restaurants can shape the future (Zoran, Gonzalez, Mizrahi, & Lachnish, 2020). According to Dols & Pernia (2020), gastronomy has formed a dynamic through the entrepreneurial sector, leading to social change and a hybridisation relationship. According to Onorati & Giardullo (2020), combining food and social media has formed a new taste. Three main aspects suggested by Onorati & Giardullo are the process of re-mediation of food taste played by social media, the emergence of food critics ranging from television foodtainment to digital narratives, and new patterns related to food awareness. The understanding of gastronomy in this literature review reveals that gastronomy leads to forming relationships in creating content that displays food as a changing culture or trend.

2.2 Cultivation theory

This study use cultivation theory to see and answer the research objectives.

Cultivation theory has used to study TV's effects on the audience. However, cultivation theory can also use in researching new media according to the suitability of the passage of time (Nevzat, 2018). According to Glynn & Jeong (2003), cultivation studies argue the impact of media is large and long-term, influencing people by exposing them to story patterns, images, and messages.

New media provide new content and experiences that contribute to reshaping cultivation theory and basic processes (Shrum, 2017). A quantitative study by Huang, Lynn, Dong, Ni & Men (2022) showed the correlation between cultivation strategy and social media function to increase public engagement at different levels using access strategy effectively. According to Gerbner (2002), as quoted by Mosharaf (2015), the cultivation analysis has four steps to follow in looking at cultivation studies. Among the measures set by Gerbner is Message System Analysis, Assessing Exposure Time, Investigating People's Views about the World, and Establishing Relationships.

3.0 Methodology

This study is a qualitative content analysis method that uses thematic analysis methods. Content refers to the posts selected in this study, namely the social media posts on Facebook Masak Apa Hari Ni (MAHN), which involves the display of content posted and comments (involve 95 comments – refer to Table 1) of users.



Fig. 1: Screen display of Azila Saga post on Facebook MAHN

Table 1: Total comment based on posting Azila Saga in MAHN in 7 days

Code	Activities	Comment	Keywords
Contribution	Emoji	22	
Feedback	Gastronomy related views	26	Tasty, like, delicious, best, clever
	Non-gastronomic views	2	-
Passion	Favourite	8	Favorite, favorite, yummy
	Sharing	18	If, share, it's delicious
	Tag	1	-
	Food display	18	See, look, pretty
		95	



Fig. 2: Research design in this paper

Figure 2 shows the steps taken to describe the study design that began with Step 1, which is to identify the study's problems, the study objectives, and purpose—followed by Step 2, which is to collect past studies related to gastronomy, social media, and cultivation theory. Next, this research used Step 3 to determine the study design and qualitative methods involving thematic analysis to analyse the content. Step 4 was data collection through comments from Facebook social media selected in this study. After data collection, this research used Step 5 to analyse the data and next, Step 6 used for discovery and discussion. The last is Step 7, which is the conclusions and recommendations related to future studies that can done by other research.

As mentioned in Step 1, the thematic analysis method is taken and used in this dissertation. This thematic analysis uses the deductive thematic analysis method, which uses code-based data and coding from the literature review. According to Bingham & Witkowsky (2022), deductive analysis encompasses applying theory to the data used to test the theory where it was use for the setting of coding on the data. As shown in Figure 3 below, the thematic analysis method uses to identify the themes, codes, and activities (Figure 4) based on the literature review.

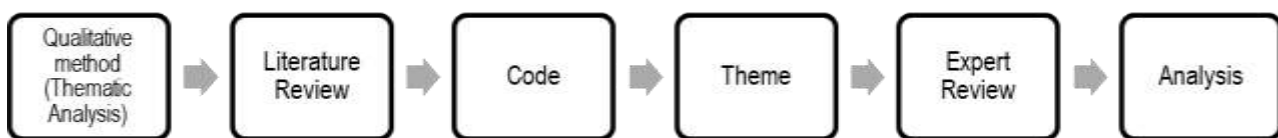


Fig. 3: Thematic analysis method

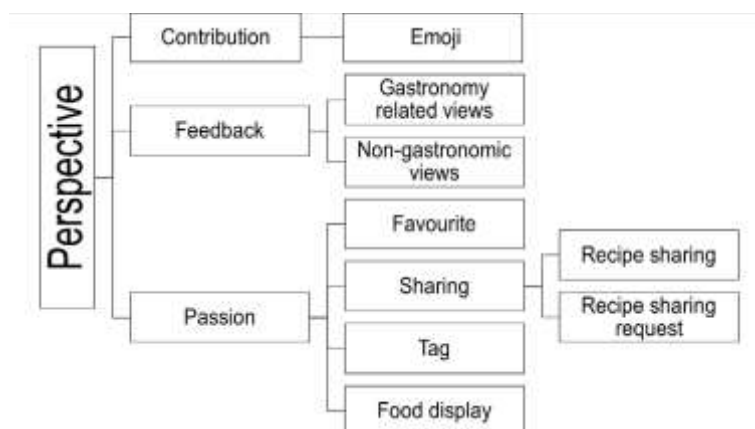


Fig. 4: Themes, codes, and activities according to the literature review

This study uses four measures proposed by Mosharafa (2015):

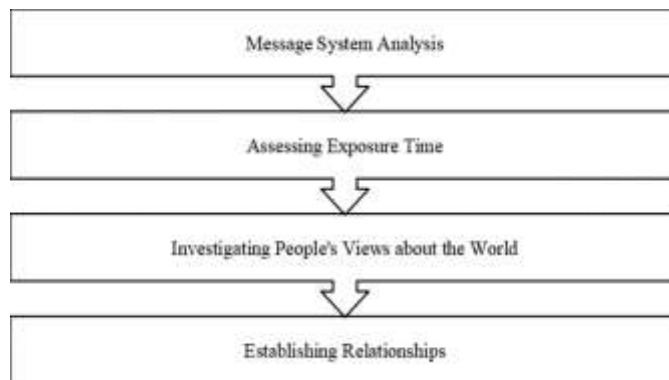


Fig. 5: Data analysis cultivation

4.0 Discussion

The main objective of this study was to look at the potential of gastronomy as part of the content. Based on the analysis, the potential of gastronomy as content through the study's findings in the data acquisition points showed 95 comments obtained within a week covering various points of view and user comments. This week's collected data assesses exposure time in which multiple reactions and views of users on the gastronomic content.

Through the theme of participation, users made 22 comments based on using positive emojis such as smiling faces, 'yummy' and thumbs up. Although these entries only use emojis to convey their message, it gives the impression that the gastronomic content produced by Azila Saga has the potential to get attention from other social media users. In the meantime, the potential for emojis also associated with conveying expressions related to the content presented by social media users. According to Burhanuddin & Muhammad (2019), emojis have replaced language and explain as text. Users need to find the icon button and be able to select an emoji that can express their feelings towards the social media post.

In addition, users' feedback on gastronomic content also influenced the potential of gastronomy as part of the content. This is because the reaction from members of the MAHN group regarding the display of food by Azila Saga received positive comments. Referring to users showed that respondents stated that the featured dishes were delicious. The response to the content produced by Azila Saga shows that the potential of this gastronomic content attracts users to also create the same dishes as Azila Saga. According to West (2021), responses to social media posts constructing expressions and views that can be attributed uniquely to the content produced.

This response connects the feedback making it a point of view that affects the content produced. In the meantime, this content also shows the influence of gastronomic display on social media users where they share an interest in the content made even though the users are not from the country of origin of the featured food. This indicates that the influence of gastronomic content through this post affects the audience to enjoy the dish. Feedback related to gastronomic content views showed the ability of gastronomy as content in addition to highlighting recipes of the cultural food community, nasi dagang.

The challenge in producing and maintaining gastronomy as content refers to the display of creative content. The presentation of content affects the thinking of respondents in viewing the content. Referring to the reaction to the post by Azila Saga in MAHN, some comments disagreed with the gastronomic portrayal produced by Azila. Some respondents disagreed with the display of one of the dishes. In the meantime, comments like these help content creators identify improvements that can be made to gastronomic content, whether producing new gastronomic content or preparing dishes. However, such comments show that the content produced does not follow the original structure of the preparation of nasi dagang and changes the primary form of the practice and representation of nasi dagang.

Understanding the gastronomic content produced also impacts the challenges in creating the content that refers to recipe-sharing requests from respondents. The request made by the respondent refers to the weakness of the content produced where the information is incomplete or not understood by the respondent. Based on the comments, the content displayed should share a recipe where group members can refer to the recipe and prepare the dish.

The challenge in maintaining the gastronomic content is to ensure that the content produced always gets the users' attention. Only one in 95 comments used this approach to disseminate content. The challenge to maintaining the content to marketability and sharing information related to this post is below a small percentage. This understanding is less evident in understanding the users wishes but reflects on the reactions. This ambiguity challenges the gastronomic content in understanding the meaning of the users' feedback. The perspective and overview of responses from the users show their opinion related to what they understand and know. This is related to investigating people's views about the world, where users are free to give ideas and criticism.

5.0 Conclusion

The main purpose of this study is to see the potential and challenges of gastronomic content in social media through Facebook that applied to the creative industry in Malaysia. The potential of gastronomy as creative content has shown gastronomy as content that can developed.

This is because the gastronomic content selected in this study has shortcomings in terms of in-depth information related to gastronomy. There is a lack of content on social media, but the content's potential is to get more comments and reviews that provide suggestions and opinions. In the meantime, the demand from the users is also the potential that content creators need to show in producing more in-depth content in terms of representations, recipes, and preparation methods, apart from restoring the users' desire to prepare the same dishes as content.

The challenge of producing and maintaining gastronomy as content, the main idea in looking at the challenge based on this paper is to understand the display of selected content. This is because the content chosen has shortcomings in the content display, even though this content contains text, video, and images. Referring to the use of text, Azila Saga only emphasises aspects of her personal views without touching on any recipes related to the content. At the same time, the video and picture display refers to the food display but does not show the method of making the food. This is a challenge in producing content where content production has not emphasised and seen as information that is not important to other users despite displaying gastronomic content as the main content.

Returning to the gastronomic term used in this study, which defines art, culture, tradition, and practice related to food. This term can use as a guideline for providing gastronomy content. The term gastronomy emphasises four elements which art can explain the art of cooking, taste, and food representation. While culture is to describe the original culture of cuisine that may involve the history of an area, then the tradition involves heritage from down -for generations and is used as an essential food to society. The last is the practice that maintains the traditional methods of food production, including the way of preparation, the way of serving, and the way of tasting.

The connection between gastronomy and tourism are two interrelated fields. As has been explained through previous studies, gastronomy and tourism correlate by introducing location and food in the tourism sector. The production of creative content related to these two areas responds to three areas: the creative industry, food, and tourism. This is because those involved in the creative industry, especially in the media sector, can use this opportunity by displaying and producing this content by using gastronomy and tourism as their main content. This benefits all three areas and suggests potential in terms of economy, especially to attract tourism activities.

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