



RESEARCH ARTICLE

## Local Culinary Campaign for Millennials Generation Through Social Media: A Cultural Promotion Strategy in Indonesia

Wisnu Widjanarko<sup>1</sup>, Muhammad Yamin<sup>2\*</sup>, Yusida Lusiana<sup>3</sup>, S. Bekti Istiyanto<sup>4</sup>, Wiwik Novianti<sup>5</sup>

<sup>1,2,3,4,5</sup> Universitas Jenderal Soedirman

ARTICLE INFO	ABSTRACT
Received: Aug 16, 2024 Accepted: Oct 3, 2024	This research explores the impact of social media on the development of local culinary arts among the Banyumas millennial generation in Indonesia and provides insight into their perceptions and behavior towards local cuisine in the context of digitalization and globalization. Using a qualitative approach, including in-depth interviews and social media content analysis, this research involved various stakeholders such as culinary companies, influencers and millennial consumers. Findings show the millennial generation's great appreciation for local cuisine, recognizing its cultural and economic value, and actively participating in content creation and sharing on social media. Therefore, strategic social media tactics, aligned with demographic behavior and preferences, are essential to effectively promote local culinary arts, bridging the preservation of authenticity with the assimilation of global culinary trends. This study contributes to the academic and practical dialogue regarding digital cultural promotion amidst globalization, providing a nuanced understanding of the complex interactions between cultural preservation and digital promotion.
<b>Keywords</b> Public Relations Campaign Local Culinary, Social Media Cultural Advancement	
<b>*Corresponding Author:</b> muhammad.yamin@unsoed.ac.id	

### INTRODUCTION

The prevalence of controversial discussions regarding the decreasing ownership of cultural heritage within local communities has been on the rise in the era of globalization (Juditha, 2018). There is a discernible and noteworthy shift that can be observed, wherein the impact of social media and mainstream popular culture is recognized as significant. These factors are frequently criticized for constructing narratives that subordinate the genuine cultural expression of one region to that of another (Miranda et al., 2016). The current dominant pattern indicates that social media serves as a platform for individuals to exhibit a duality in their personalities, functioning both as a means of reinforcing existing power structures and as a space for expressing opposition (Olubunmi, 2015). Hence, there is a growing imperative to effectively navigate the intricate digital landscape, wherein individuals' lives are intricately intertwined with social media, while also demonstrating its utility and advantages (Stoica & Chaintreau, 2019; Istiyanto et al., 2022). Potential solutions may be found by examining the ambivalent nature of social media, particularly its capacity to facilitate the expression of opposition and potentially challenge dominant narratives.

The field of culinary arts has been widely recognized as a significant component that holds both cultural and economic significance, leading to debates surrounding its role in cultural promotion (de Rezende & Silva, 2014). Lusiana et al. (2023) have identified a significant correlation between food

consumption and cultural behavior, wherein culinary practices have undergone a transformative process, resulting in the establishment of universal identities and community recognition. Simultaneously, there is a current inclination towards utilizing media and culture, which offers a distinct chance to enhance and intensify the genuineness of a specific locality (Warde & Martens, 2009). Effendy et al. (2021) assert that the current challenge involves effectively utilizing media platforms to strengthen local capabilities and promote positive community well-being while avoiding the influence of prevailing popular cultures. The proposed solutions prioritize the strengthening of local culinary traditions in order to have a broader impact beyond the preservation of culture alone (Joko & Hurriyati, 2020).

Within the culturally diverse context of Indonesia, a contentious issue arises concerning the strategies employed by local culinary traditions, specifically those in Banyumas, Central Java Province, to negotiate the pervasive impact of globalization and prevailing popular cultures (Arifianto & Nofrizaldi, 2020). The objective of this study is to examine the potential of social media as a transformative campaign tool for the promotion of local cuisine to the millennial generation in Banyumas Regency, Indonesia. Lusiana et al. (2020) have observed a discernible pattern in which the younger population in the area engages in the consumption of local cuisine, employing it as a means of cultural preservation and as a catalyst for economic growth. The sense of urgency arises from the need to determine how the current generation, in the midst of the influential forces of globalization, maintains its consumption of local cuisine (Jia, 2021). This paper aims to uncover strategies that enhance cultural promotion and economic value among millennials by examining the role of social media.

The culinary landscape of Indonesia, being a multiethnic nation, presents a wide range of culinary diversity. This raises a question regarding the inevitability of conforming to a dominant narrative in the culinary world, and whether it can be seen as an opportunity to embrace heterogeneity in terms of tastes and appetites (Lusiana et al., 2020). This study posits that by employing a strategic approach, social media has the potential to evolve into a potent campaign tool for promoting local cuisine among millennials in Banyumas Regency, Indonesia. The hypothesis posits that social media serves as both a means of documenting and a catalyst for promoting tourism through visual communication, as evidenced by the observed trend (Widjanarko et al., 2023). The pressing necessity to investigate this hypothesis stems from the prevailing globalized environment and the pervasive influence of popular culture. The utilization of social media by millennial media actors can present innovative approaches for promoting local culinary arts in the context of globalization.

## **LITERATURE REVIEW**

The utilization of social media has been identified as a vital and multifaceted instrument in the realm of culinary promotion (Zulfikar & Asnawi, 2019). Numerous academics emphasize the dual role of this phenomenon as both a catalyst and an impediment within the domain of regional gastronomy (Foris et al., 2021). The utilization of social media platforms such as Instagram and TikTok plays a significant role in the promotion of local cuisines in Indonesia (Arkansyah, Prasetyo & Amina, 2021). This is exemplified by the showcasing of regional delicacies to a wider audience. However, it is important to note that this practice also carries the potential risk of overshadowing local cuisines due to the prevalence of popular, globalized food trends (Larimore & Schmutz 2015).

The field of culinary arts frequently extends beyond the basic purpose of nourishment, becoming deeply ingrained as significant cultural indicators and symbols of identity (Utami, 2018). The theoretical foundation revolves around the notion that food serves as more than just a representation of cultural heritage; it also functions as a vehicle for the perpetuation and preservation of cultural narratives (Long, 2021). This phenomenon is observed in regions such as Banyumas, Indonesia, where the local culinary traditions transcend their utilitarian purpose and assume a profound cultural

significance and historical value, which are actively promoted through diverse channels (Palupi & Abdillah, 2019).

The impact of millennials on the formation, conservation, and occasional modification of culinary culture can be observed in diverse settings (Mendini, Batat, & Peter, 2013). The current generation is widely acknowledged for its significant impact on shaping popular culinary trends both domestically and globally (Taheri & Gannon, 2021). Within the Indonesian context, individuals belonging to the millennial generation utilize their influence on social media platforms to simultaneously uphold and contemporize traditional culinary arts (Ningrum & Roostika, 2021). This entails striking a delicate balance between the preservation of cultural heritage and the alignment with prevailing global culinary trends (Broude, 2014).

The interconnection between culinary arts and tourism has been recognized as substantial, with the promotion of indigenous cuisines frequently leading to the stimulation of culinary tourism and, consequently, local economies (Wondirad, kebet, & Li, 2021). For example, the promotion of indigenous gastronomy in areas such as Banyumas has the potential to yield two-fold advantages: the preservation of cultural heritage and the stimulation of local tourism and economy (Korkuna, Nykyha & Pidvalna, 2020). This can be achieved by attracting individuals with a passion for food and tourists seeking genuine culinary encounters (Di-Clemente, Hernández-Mogollón & Campón-Cerro, 2020).

The impact of globalization on regional culinary traditions can be analyzed from two perspectives: on one hand, it presents a potential risk to the integrity and safeguarding of local gastronomy, while on the other hand, it offers an opportunity for broader acknowledgment and appreciation (Mak, Lumbers, Eves, & Chang, 2012). In nations such as Indonesia, indigenous culinary traditions face challenges in preserving their inherent uniqueness and genuineness in the face of increasing globalized culinary influences (Trolino, Eckman & Mehta, 2016). However, the process of globalization also presents opportunities for these local cuisines to gain exposure and recognition on a global scale (Priadi, 2021).

Within the context of culinary promotion, the development of strategic formulations plays a crucial role in guaranteeing the broad dissemination of the promotion while also preserving the integrity and cultural importance of the culinary arts (Horng & Tsai, 2012). In complex scenarios, such as the promotion of local gastronomy in specific areas like Banyumas, employing social media strategically and actively involving the millennial population has the potential to establish a viable framework that simultaneously safeguards cultural heritage and stimulates economic growth through culinary promotion.

## **METHODS**

The central focus of this research centers on the promotion of local Indonesian cuisines, with a specific emphasis on the culinary offerings of Banyumas in the province of Central Java. This research seeks to analyze the complex connections between local cuisine, social media platforms, and the millennial demographic, with a particular focus on the culinary arts as a cultural and economic entity. The analysis will focus on social media campaigns, content, and interactions related to the culinary culture of Banyumas. Various aspects, including content creation, audience engagement, and the representation of culinary arts, will be carefully examined.

Utilizing a qualitative research methodology, the primary objective of this study is to explore the intricate cultural, social, and economic aspects associated with the utilization of social media platforms for the promotion of local culinary traditions. The utilization of a qualitative methodology allows for an in-depth examination of the intricate experiences, perceptions, and impacts that social media exerts on the advancement of local culinary arts within the millennial demographic. This study aims to investigate the interconnectedness of culinary promotion, cultural preservation, and digital

media by adopting an exploratory approach. The research will delve into the underlying narratives, challenges, and opportunities that exist at the intersection of these three domains.

The research will involve a wide range of participants, including local culinary businesses, social media influencers, millennial consumers, and cultural preservationists from the Banyumas region. Furthermore, a comprehensive viewpoint on the subject will be obtained by incorporating perspectives from professionals in the field of digital marketing and individuals who engage in culinary tourism. The study will utilize purposeful sampling techniques to carefully select participants who possess significant involvement or impact in the local culinary and social media sphere. This approach guarantees that the information gathered will be comprehensive, pertinent, and valuable.

The collection of data will involve a combination of in-depth interviews, analysis of social media content, and participant observation. The study will involve conducting in-depth interviews with culinary business owners, influencers, and culinary tourists in order to gain a comprehensive understanding of their experiences, motivations, and challenges related to the promotion of local cuisine through social media platforms. The process of social media content analysis will entail the assessment of the content, level of engagement, and audience interaction pertaining to posts concerning Banyumas' cuisine. The research methodology of participant observation involves actively participating in the local culinary scene and utilizing social media platforms to acquire a direct and firsthand understanding of the dynamics, interactions, and perceptions that exist within the local and digital culinary landscape.

Using a thematic analysis methodology, the collected data will be thoroughly examined in order to discern recurring patterns, narratives, and themes that arise at the intersection of social media and culinary promotion among the millennial demographic. The analysis will be conducted using a constant comparative method, whereby the data will be consistently compared and contrasted in order to reveal underlying themes and sub-themes. The procedure will encompass the coding of the data, the classification of codes into potential themes, the review and refinement of themes, and ultimately, the interpretation of the findings. The objective of this analysis is to develop a thorough comprehension of the factors, consequences, and potential approaches associated with the promotion of local cuisines through social media platforms among the millennial population.

## **RESULTS**

The discussion that follows centers on the fact that women make up a notably large proportion of research participants—74.5%. The justification for prioritizing a gender-specific approach is rooted in the recognition of the potential influence that gender can exert on social media behavior, content creation, and involvement in the local culinary arts, specifically within the sociocultural context of Banyumas. The existing evidence suggests a significant prevalence of females in the field, prompting an academic investigation into whether this demographic exhibits identifiable behavioral patterns, preferences, and motivations in the domain of digital culinary pursuits, as opposed to males. Hence, it is crucial to undertake a comprehensive examination of the gendered complexities associated with engagement on social media platforms and promotional activities in the culinary industry. This investigation possesses the capacity to reveal gender-specific strategies and methodologies that are pertinent for achieving effective digital marketing in the regional culinary sector.

Upon examination of the age and educational attributes of the participants, it becomes apparent that individuals within the age range of 19 to 21, who are primarily enrolled in high school or college, demonstrate significant levels of involvement. The purpose of examining age and educational factors is to explore potential correlations between educational backgrounds, age-related perspectives, and individuals' engagement with digital platforms in the realm of culinary pursuits. Based on the existing evidence, it can be inferred that there is a significant representation of a youthful demographic with

a strong inclination towards academic pursuits. The existence of this phenomenon may indicate a correlation between academic variables, the technological competence of young individuals, and their engagement and viewpoints pertaining to culinary arts and culture. In summary, the demographic insights present a valuable opportunity to delve deeper into the intricate interplay between age, education, and their subsequent impacts on digital engagement patterns, content preferences, and promotional responsiveness within the culinary social media domain of Banyumas.

**Table 1: Attitudes toward consuming local foods**

Item	%
Promoting Economic Growth	91,5 %
Authentic Culinary Experience	90,6 %
Pride in Cultural Heritage	74,5 %
Preserve of Cultural Heritage	89,7 %
Cultural Sustainability	95,3 %

The study's findings highlight the youth demographic in Banyumas as having a deep and nuanced appreciation for local cuisine. The justification for this positive inclination extends beyond the simple gratification of the senses obtained through culinary indulgence, extending into a more profound recognition of local cuisine as a tangible manifestation and preserver of cultural identity. The evidence is supported by the participants' acknowledgment of the cuisine, not only as a pleasurable encounter but also as a symbol of their cultural legacy and a possible catalyst for local economic growth, particularly in the context of tourism. As a result, the multifaceted recognition of regional gastronomy conveys significant insights regarding its inherent and external worth, potentially guiding younger individuals towards behaviors and mindsets that protect and advance their culinary legacy in the face of globalizing forces.

Upon further investigation, the findings reveal a nuanced connection between the economic and cultural aspects embedded in the perception of local cuisine among the youth of Banyumas. The amalgamation of economic and cultural acknowledgment engenders a multifaceted fabric, interlacing inherent cultural esteem with practical economic viewpoints. The available evidence highlights a notable recognition of the strategic economic value of regional cuisine, particularly in its ability to support local enterprises and attract tourists. Furthermore, this evidence suggests a mutually beneficial relationship in which economic growth and the preservation of cultural heritage can coexist and potentially strengthen one another. Hence, the acknowledgment and admiration of this interconnection between the economy and culture not only establishes a strong foundation for the promotion of local cuisine but also facilitates the development of sustainable models that effectively incorporate both economic and cultural aspects.

**Table 2: Social Media Utilized by Local Culinary**

Types of Utilization	%
Promoting Local Culinary	84,9 %
Sharing Content	90,6 %
Self Sufficient	76,4 %
Expand Knowledge	74,5 %
Effective Channel	98,2 %

The positive and complex opinion of regional food that Banyumas' youth population holds is a compelling finding highlighted by the study's findings. The justification for this positive attitude extends beyond the simple pleasure derived from indulging in food, reaching into a more profound recognition of local cuisine as a tangible manifestation and preserver of cultural heritage. The evidence is supported by the participants' acknowledgment of the cuisine as not only a pleasurable encounter but also a symbol of their cultural legacy and a possible catalyst for local economic growth,

particularly in the context of tourism. As a result, the multifaceted recognition of regional gastronomy conveys significant insights into its inherent and external worth, potentially guiding younger individuals towards behaviors and mindsets that protect and advance their culinary legacy in the face of globalization.

Upon further investigation, the findings subtly reveal a strong connection between the economic and cultural aspects embedded in the perception of local cuisine among the youth of Banyumas. The amalgamation of economic and cultural acknowledgment engenders a complex fabric, interlacing inherent cultural esteem with practical economic viewpoints. The available evidence highlights a notable recognition of the strategic economic value of regional gastronomy, particularly in its ability to support local enterprises and promote tourism. Moreover, this evidence suggests the existence of a mutually beneficial relationship wherein economic growth and the preservation of cultural heritage can coexist and potentially strengthen one another. Hence, the acknowledgment and admiration of this interconnection between the economy and culture not only establishes a strong foundation for local culinary promotion but also facilitates the development of sustainable models that effectively incorporate both economic and cultural aspects.

**Table 3: Aspect, Forms & Information Delivery for Millennial Generation in Social Media**

Aspect	Forms	Information Delivery
Cognitive	Photo	Storytelling
Affective	Audiovisual	
Psychomotor	Infographic	

The significance of millennials actively participating in social media platforms, specifically in relation to promoting local culinary arts, warrants careful examination and investigation. The motivations underlying these interactions and advocacies are deeply rooted in individuals' intrinsic desire to comprehend, value, and promote the distinctive characteristics of ethnic cuisine, including its aesthetic appeal, gastronomic features, and historical significance. The available evidence suggests a notable tendency among millennials to prioritize the conservation of cultural heritage and the promotion of local economic development. This indicates a heightened awareness and sense of duty within this generation regarding the interdependent connection between preserving cultural heritage and fostering economic prosperity. As a result, millennials play an active role in the social media landscape, transforming from passive consumers to proactive advocates and creators. They actively contribute to and shape the narrative surrounding local culinary arts.

Upon further examination of the strategic components of advocacy, it becomes evident that millennials possess a keen awareness of the significant role that visual representation and narrative elements play in the successful communication and promotion of local culinary arts on various social media platforms. The strategic interactions and content creation of individuals in the culinary arts promotion field are not random, but rather driven by a keen recognition of the significance of quality, relevance, and authenticity in social media content. The evidence presented highlights the strategic and thoughtful approach to advocacy employed by the individuals, as demonstrated by their meticulous attention to visual aesthetics, infographics, and narratives in their content. Therefore, millennials not only participate in advocacy, but they do so strategically, placing importance on the quality and appropriateness of content to create a persuasive and genuine narrative that can effectively navigate the digital realm, thereby promoting the progress of local culinary arts.

This study focuses on the psychological aspects of millennials' extensive use of social media, specifically in relation to the promotion of local culinary experiences within a global digital context. It highlights the significant influence of the intricate interplay between emotional and cognitive processes. The significance placed on comprehending this psychological landscape stems from its inherent ability to establish and impact personal relationships on social media, thereby fulfilling various needs, including social, emotional, and informational, and subsequently molding patterns of

behavior. The available evidence highlights the transformative nature of social media, as it evolves into a complex platform that combines elements of shaping one's identity, validating one's integrity, and facilitating social interactions. These aspects are intricately woven together within the context of promoting culinary experiences in the digital realm. Therefore, it is crucial to navigate the complex psychological landscape in order to effectively engage and influence millennials in the digital culinary realm. This will guarantee that promotional strategies are psychologically resonant and have a significant impact.

This study highlights the significance of strategically utilizing emotional and persuasive elements in culinary promotion through social media. It emphasizes the crucial role that these psychological aspects play in facilitating cultural promotion and marketing efforts. The significance of this strategic exploitation lies in the transformed role of social media, which now serves not only as a means of entertainment but also as a platform for social learning and reinforcement of behavioral patterns. As a result, it has a profound impact on the formation and development of culinary behaviors and attitudes among the millennial generation. The available evidence suggests that social media possesses a diverse range of functions, extending beyond mere information dissemination. It has the capacity to persuade, validate, and reinforce, thereby emerging as a powerful instrument in the realm of cultural and culinary promotional campaigns. Therefore, it is essential to comprehend and tactically exploit these emotional and persuasive components when developing influential and resonant culinary marketing campaigns, guaranteeing their successful integration into the psychological and digital environment of the millennial generation.

The discussion's conclusion highlights the critical significance of carefully planned public relations campaigns on social media platforms, particularly those targeted at advancing regional culinary arts amid the vast global digital platform. The central focus of this emphasis is deeply grounded in the strategic capacity to not only enhance the global recognition and admiration of local culinary arts, but also to effectively integrate it with the advancement of economic opportunities, particularly at a regional scale. The effectiveness of this strategy is supported by the evidence, which highlights the understanding that social media is not just a platform, but a dynamic and interactive digital ecosystem that requires careful management and strategic navigation. Therefore, a proficient comprehension and execution of public relations campaigns on social media are crucial, functioning not only as a means for cultural promotion but also as a strategic instrument to foster and maintain economic growth resulting from the promotion of local cultural resources.

When examining the strategic framework of public relations campaigns, it becomes evident that the careful development of messages and a thorough understanding of audience behavior are crucial elements for the success of social media campaigns, especially in the specialized field of promoting local culinary ventures. The significance of customizing messages and comprehending the audience is closely connected to the capacity to connect with, involve, and impact the intended demographic, thus guaranteeing that the promotional messages are not solely observed but also assimilated, valued, and acted upon. The available evidence suggests a clear association between the relevance of a message, the level of engagement from the audience, and the overall impact of a campaign. This highlights the importance of integrating strategic public relations with a thorough understanding of the target audience and the customization of messages accordingly. The strategic and customized approach to public relations campaigns on social media is crucial, as it guarantees the effective promotion of local culinary arts in a manner that is both culturally significant and economically influential at a regional scale.

## **DISCUSSION**

The primary focus of the discussion is the participants' notably young demographic and notable female predominance. It is noteworthy to mention that 74.5% of the population consists of females, with the predominant age group ranging from 19 to 21 years. The consideration of demographic data

is crucial due to its potential impact on the formulation of social media strategies aimed at promoting local cuisine. One example of scholarly research conducted by Hegyes et.al (2017) emphasizes the significant involvement of young females in online sharing and engagement with food-related content. This finding suggests the potential effectiveness of tailoring campaigns to align with the preferences and interests of this particular demographic. Moreover, Irwanto & Hariatiningsih (2019) demonstrated that individuals belonging to the millennial and Gen Z generations, particularly females, exhibit a tendency to employ social media not only for the purpose of social interaction but also as a means of exploring and disseminating novel culinary encounters. Consequently, this behavior has the potential to impact the dining preferences and habits of their peers. This highlights the importance of comprehending and capitalizing on the preferences and behaviors of this specific demographic in order to successfully amplify the local culinary arts.

Examining how cultural and economic factors interact with regional cuisine, the focus is on how young people perceive and understand Banyumas cuisine. The perception of local cuisine as a culinary artifact, a representation of culture, and a catalyst for economic growth is supported by Palupi & Abdillah (2019). Their research demonstrates a significant correlation between the preservation of cultural heritage through local cuisine and the promotion of economic development in different regions. Therefore, the interconnection between cultural and economic evaluation in the assessment of indigenous cuisine highlights the need for comprehensive promotional strategies that encompass both aspects.

In the discourse surrounding the significant and diverse influence of social media as a means of communication, particularly in relation to the formation and promotion of dietary patterns among young individuals in specific geographical areas, Barxhaj, Abazi & Dibra (2015) emphasizes the crucial role played by the expressive, interactive, and psychologically persuasive characteristics of social media platforms. These attributes have facilitated the extensive dissemination and active participation in content sharing, particularly among the millennial demographic. Therefore, the effective management and proficient creation of content play a crucial role in consistently engaging and retaining user interest in the culinary field on social media platforms.

The active engagement and content generation by millennials on social media platforms in relation to local culinary arts underscores their inherent value for cultural preservation and the subsequent positive impact on the local economy. According to Wachyuni et.al (2022), millennials exert a substantial impact on the advancement of local culinary arts as consumers and content creators. The author emphasizes the significance of engaging millennials' active involvement and content generation to effectively promote local culinary arts via social media platforms.

According to Briliana, Ruswidiono & Deitiana (2021), the examination of the psychological and behavioral aspects of millennials in regard to their use of social media for promoting local cuisine reveals that their behaviors and attitudes towards local culinary promotions are significantly influenced by the psychological and social satisfaction they derive from engaging with social media platforms. Therefore, in order to achieve effectiveness, it is imperative for strategies to possess a thorough understanding and integration of these psychological and behavioral dynamics.

In the context of global public relations campaigns, Ifigeneia & Dimitrios (2018) asserts that effectively utilizing social media strategically is of utmost importance. This entails skillfully managing various social media platforms, which requires a deep comprehension of audience behaviors and the skillful creation of messages. It is imperative to prioritize the strategic, cultural, and economic coherence of social media campaigns in order to effectively promote regional gastronomy on a global scale.



## CONCLUSION

The research conducted reveals significant findings that shed light on the complex connections among social media, the promotion of local culinary arts, and the millennial population in Banyumas. A noteworthy observation arises regarding the perceptual framework of the youth in the local community in relation to their culinary heritage. This heritage is not only appreciated for its gastronomic appeal but is also seen as a representation of cultural and economic importance. Moreover, the significant importance of social media is acknowledged, serving as a powerful channel for self-expression, the spread of information, and the satisfaction of psychological needs, consequently impacting patterns of culinary consumption. The millennial generation, encompassing both individuals who consume and create content, play a crucial role in promoting local culinary arts. They navigate the delicate balance between preserving the authenticity of these culinary traditions and aligning them with global trends.

This study makes a valuable academic contribution by integrating the domains of culinary arts, cultural conservation, economic advancement, and social media promotion, specifically within the context of an emerging area. This study offers a comprehensive examination of the complex and diverse functions of social media in terms of cultural promotion and economic stimulation, with a particular focus on its impact on the influential millennial population. Moreover, through its concentration on the specific geographic area of Banyumas, this study provides a comprehensive viewpoint that enhances comprehension of the interplay between local and global forces in the digital age. As a result, it has the potential to inform future approaches in comparable settings and contribute to the wider scholarly conversation surrounding the promotion of digital culture.

It's important to recognize the research's limitations even though it offers insightful discoveries. The potential limitation of the study lies in the demographic characteristics of the participants, which are skewed towards a higher proportion of females and individuals aged 19 to 21. This may restrict the applicability of the results to a more diverse range of demographics. Furthermore, this study focuses exclusively on the cultural and social dynamics of the Banyumas region. Although this approach allows for a comprehensive analysis, it is important to acknowledge that the unique characteristics observed in this specific area may not be generalizable to other regions. Furthermore, the study heavily relies on data obtained through self-reporting, a method that is susceptible to inherent biases and subjectivities. Consequently, this may have an impact on the accuracy and authenticity of the research findings. Subsequent investigations may derive advantages from the inclusion of a sample that exhibits greater demographic diversity, the implementation of comparative analyses encompassing multiple regions, and the integration of supplementary methodologies for data collection in order to address and alleviate the aforementioned constraints.

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