SAINTIS
publishing

Research Article

Artificial Intelligence as an Innovative Technology for Digital Promotion of Solo's Culinary Heritage towards Sustainable

Slamet Kurniawan Fahrurozi[1]*, Annisa Noor Rachmawati[2] and Dimas Pamilih Epin Andrian[3]

[1,3] Department of Information Technology, Politeknik Nest, Sukoharjo, Indonesia, 57552
[2] Department of Culinary Arts, Politeknik Nest, Sukoharjo, Indonesia, 57552
*Corresponding Author: skfahrurozi@politekniknest.ac.id | Phone: +6285329001906

ABSTRACT

This study investigates the role of artificial intelligence (AI) as an innovative technology for promoting Solo's culinary heritage and its contribution to sustainable tourism. Using a mixed-method approach, the research employed the ARF (Attention, Branding, Communication, Motivation, Emotional Response, Memory/Recall, Purchase Intent) and AIDA (Attention, Interest, Desire, Action) models to evaluate consumer responses. Data were collected from 100 respondents through questionnaires and from 20 participants via qualitative discussions. The quantitative findings indicate that AI-driven promotional materials are effective in generating awareness and positive perceptions, particularly in attention (M = 4.05) and communication (M = 3.92), but less effective in driving direct consumer action (M = 3.42). Qualitative insights highlight the importance of cultural authenticity and the need to balance technological innovation with human-centered narratives. Moreover, the study demonstrates AI's contribution to sustainable tourism across four dimensions: economic (supporting small businesses), cultural (preserving heritage), social (enhancing inclusivity and engagement), and environmental (reducing waste through predictive analytics). In conclusion, AI emerges as a powerful tool not only for digital promotion but also as a catalyst for sustainable tourism development. The integration of AI into culinary promotion offers a replicable model for other cities seeking to balance economic growth, cultural preservation, and sustainability in line with the United Nations Sustainable Development Goals (SDGs).

**Keywords:** Artificial Intelligence; Culinary Heritage; Digital Promotion; Sustainable Tourism

1. INTRODUCTION

Culinary heritage has long been recognized as a central pillar of cultural tourism, functioning not only as a marker of identity but also as a driver of local and regional economies (Sorato, 2024; Vishwakarma et al., 2025; Vuksanović et al., 2024). Cities that successfully promote their culinary traditions often gain advantages in tourism competitiveness, destination branding, and cultural preservation (Htet et al., 2024; Nag & Mishra, 2025). In Indonesia, the city of Solo is renowned for its rich variety of traditional foods such as *nasi liwet*, *serabi*, and *tengkleng*, which reflect the community's history and cultural distinctiveness (Bramantyo et al., 2023; Sukmawati & Salimi, 2023). Yet despite this richness, the promotional efforts for Solo's culinary products often rely on conventional strategies that are unable to fully capture the attention of modern audiences who are accustomed to digital media (Widjanarko et al., 2024). These traditional approaches are frequently limited in terms of interactivity, personalization, and measurable impact, making it difficult to optimize audience engagement (Jamwal et al., 2025) and ensure that the cultural and economic potential of Solo's culinary heritage is maximized.

The rapid advancement of Artificial Intelligence (AI) provides a transformative opportunity to address these limitations in digital promotion (Aldoseri et al., 2024; Rahman et al., 2024). AI technologies have already demonstrated significant contributions in areas such as automated content generation, consumer segmentation, predictive analytics, and recommendation systems within the fields of marketing, e-commerce, and hospitality (Agboola et al., 2023; Żyminkowska & Zachurzok-Srebrny, 2025). By enabling data-driven personalization and enhancing the efficiency of digital strategies, AI allows promotional campaigns to resonate more effectively with diverse audiences (Ramachandran et al., 2025). Its ability to analyze consumer behavior patterns, generate engaging multimedia content, and deliver targeted messaging positions AI as a powerful tool for promoting cultural products, including traditional cuisine (Khamoushi, 2024; Nasser El Erafy, 2023). However, while AI applications are increasingly visible in commercial contexts, research on their potential for

promoting cultural heritage and culinary tourism remains underexplored (Zhu & Liu, 2025), particularly within the Southeast Asian setting where heritage and identity are deeply embedded in local tourism development.

The significance of exploring AI for culinary heritage promotion extends beyond marketing effectiveness and has implications for sustainable development (Del Soldato & Massari, 2024). Within the framework of the Sustainable Development Goals (SDGs), the promotion of local culinary products aligns with several critical objectives (Iazzi et al., 2022; Stefanovic, 2022). Goal 8 emphasizes the promotion of inclusive and sustainable economic growth (Monaco, 2024), Goal 11 underscores the importance of sustainable cities and communities (Shafik, 2025), and Goal 12 advocates for responsible consumption and production (Lim, 2022). By leveraging AI to enhance culinary promotion, local governments, entrepreneurs, and cultural stakeholders can strengthen economic opportunities, safeguard cultural traditions, and contribute to sustainable tourism practices (Semwal et al., 2024). Such integration between advanced technology and cultural preservation can serve as a model for cities like Solo, which seek to balance economic growth with long-term cultural sustainability and global development targets. The overall workflow of this study is illustrated in **Figure 1.**
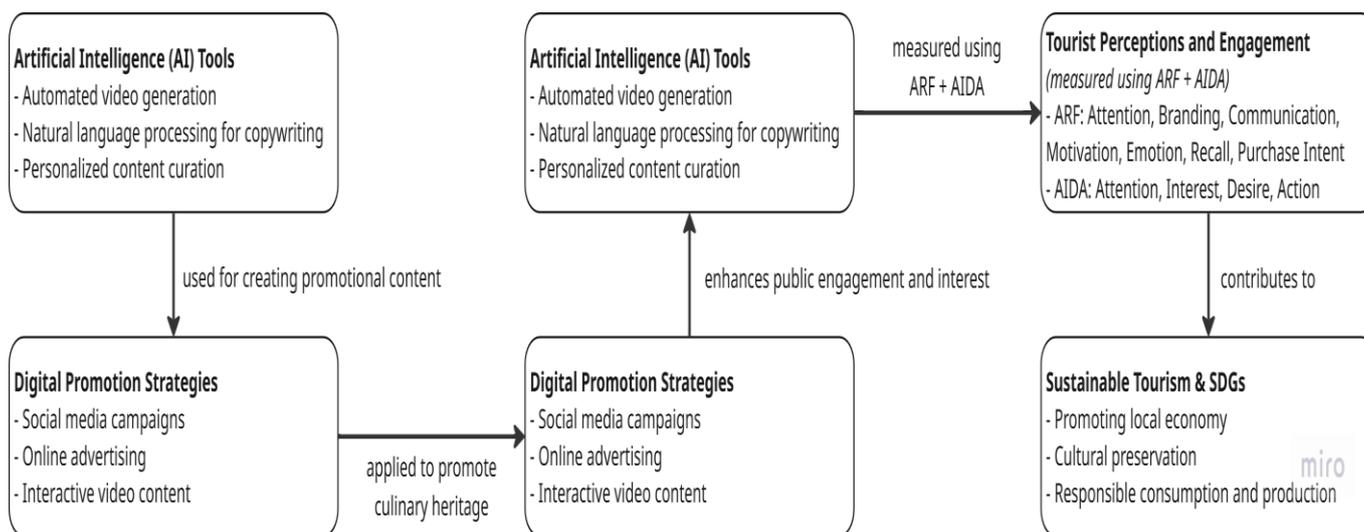
Figure 1. Conceptual Framework of AI-Based Digital Promotion of Solo's Culinary Heritage

To assess whether AI-based promotion effectively fulfills these purposes, rigorous evaluation is necessary. Advertising effectiveness has long been studied through structured frameworks, and this research applies two of the most widely acknowledged approaches. The Advertising Research Foundation (ARF) Copy Research Validity Project identifies dimensions such as attention, branding, communication clarity, motivation, emotional response, recall, and purchase intent as valid indicators of advertisement impact (Nelson-Field, 2024; Schwarz, 2022). Complementing this, the AIDA model (Attention, Interest, Desire, Action) captures the psychological and behavioral progression of consumers as they engage with promotional content (Pratiwi et al., 2021; Tristanto et al., 2021). By combining ARF and AIDA frameworks, this study provides a comprehensive evaluation of AI-driven promotional videos showcasing Solo's culinary heritage. The integration of these instruments not only allows for measurement of audience engagement and persuasion but also establishes evidence for the role of AI as an innovative technology in supporting sustainable tourism development.
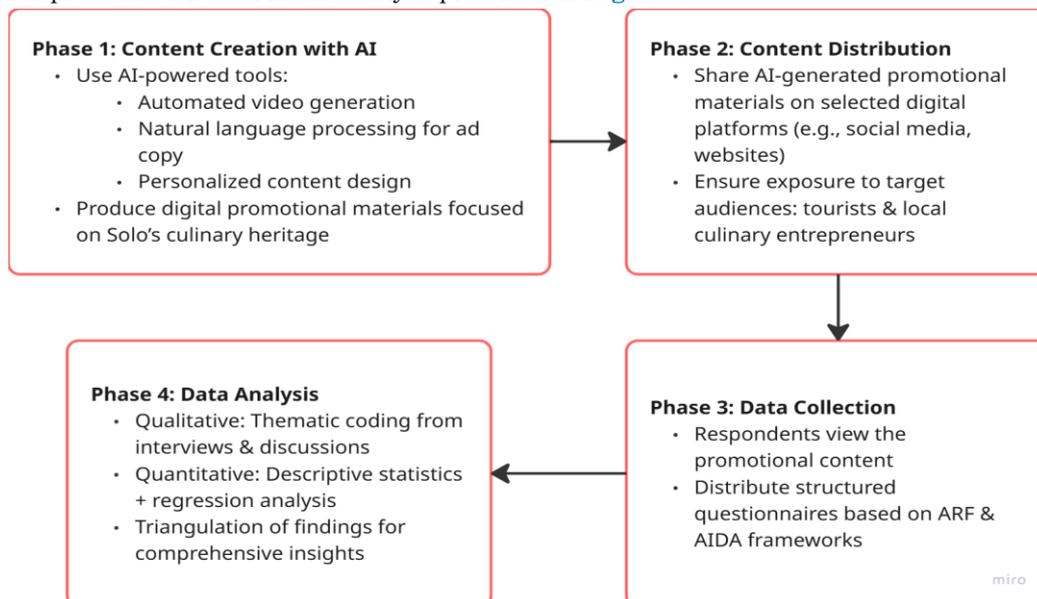
2. RESEARCH METHOD

This study adopts a mixed-method approach, combining qualitative and quantitative techniques to provide a comprehensive understanding (Taherdoost, 2022) of how Artificial Intelligence (AI) can enhance digital promotion of Solo's culinary heritage. The qualitative part explores the perceptions of stakeholders, including culinary business owners, tourists, and digital marketing experts, through in-depth interviews and focus group discussions. Meanwhile, the quantitative component employs structured questionnaires based on the Advertising Research Foundation (ARF) model (Branding, 2024) and the AIDA framework (Mulyana & Mirzanti, 2022) to evaluate the effectiveness of AI-driven promotional content. This approach enables the study to capture both subjective insights and measurable indicators related to consumer engagement and advertising performance. The complete list of questionnaire items used in this study is presented in **Table 1**.

Table 1. Evaluation Questionnaire Based on ARF and AIDA Frameworks

Framework	Category	Question Item	Scale (1–5)
ARF	Attention	This commercial immediately captured my attention.	1–5
		The visuals and/or audio kept me focused throughout the ad.	1–5
	Branding	I could easily recognize which brand the ad was for.	1–5
		The brand was clearly connected to the story/message of the ad.	1–5
	Communication	The main message of the ad was easy to understand.	1–5
		I could clearly see what product/service was being promoted.	1–5
	Motivation / Persuasion	The ad made me feel more interested in the product/service.	1–5
		The ad was convincing and made the brand appear more appealing.	1–5
	Emotional Response	This ad made me feel positive emotions (e.g., happy, excited, inspired).	1–5
		I could relate personally to the feelings or story in the ad.	1–5
	Memory / Recall	I can remember specific scenes, slogans, or elements from the ad.	1–5
		After watching, I can recall the brand name without difficulty.	1–5
	Purchase Intent	This ad increased my willingness to try or buy the product/service.	1–5
		I would consider recommending this product/service to others.	1–5
AIDA	Attention	The ad grabbed my attention right away.	1–5
		The beginning of the ad made me want to keep watching.	1–5
	Interest	The ad kept me engaged from start to finish.	1–5
		I found the content of the ad interesting or entertaining.	1–5
	Desire	The ad made the product/service look desirable.	1–5
		I would like to own, use, or experience the product/service shown.	1–5
	Action	After watching, I feel motivated to look for more information about the product/service.	1–5
		I am likely to take action (buy, click, visit, or share) after watching this ad.	1–5

Data collection was conducted in two main phases. In the first phase, digital promotional materials were created using AI-powered tools, including automated video generation, natural language processing for copywriting, and personalized content curation. These materials were specifically designed to highlight the uniqueness of Solo's culinary heritage. The second phase involved distributing these materials through selected digital platforms, after which respondents were exposed to the content and asked to evaluate it using questionnaires. The questionnaires were structured into two parts: ARF dimensions (attention, engagement, and effectiveness) and AIDA stages (awareness, interest, desire, and action). The detailed research procedure followed in this study is presented in **Figure 2**.

Figure 2. Research Procedure Flow

The sampling method employed was purposive sampling, targeting respondents from two main groups: (1) domestic and tourists who have visited or plan to visit Solo, and (2) local culinary entrepreneurs engaged in promotional activities. A total of 100 respondents participated in the quantitative survey, while 20 participants were involved in qualitative interviews and discussions. This combination allowed for a balanced perspective, ensuring the findings are relevant to both consumers and businesses while aligning with the sustainable tourism goals of Solo City. The demographic profile of the respondents is summarized in **Table 2**.

Table 2. Demographic Profile of Respondents

Category	Subcategory	Frequency (n)	Percentage (%)
Gender	Male	52	52.0
	Female	48	48.0
Age Group	18–25 years	38	38.0
	26–35 years	30	30.0
	36–45 years	20	20.0
	>45 years	12	12.0
Respondent Type	Domestic Tourist	60	60.0
	Culinary Entrepreneur	40	40.0
Education Level	High School or below	15	15.0
	Undergraduate Degree	55	55.0
	Postgraduate Degree	30	30.0

Data analysis was carried out in three stages. First, qualitative data from interviews and discussions were analyzed using thematic coding to identify recurring themes about the role of AI in digital promotion. Second, quantitative data were analyzed using descriptive statistics and regression analysis to measure the impact of AI-generated content on ARF and AIDA dimensions. Finally, triangulation was applied to integrate the results of both methods, providing robust insights into how AI can be optimized as an innovative technology for sustainable culinary tourism promotion.

3. RESULTS AND DISCUSSION

3.1 Awareness and Perception of AI in Culinary Promotion

The results regarding public awareness and perception of the use of Artificial Intelligence (AI) in culinary promotion were analyzed using the ARF Model and the AIDA Model, consisting of a total of 22 questionnaire items. A total of 100 respondents participated in this survey. Overall, the findings show that ARF Attention (M = 4.02, SD = 0.61) and AIDA Attention (M = 4.05, SD = 0.58) obtained the highest mean scores. This indicates that AI-based promotion is highly effective in capturing consumer attention, particularly through creative visuals, interactive promotional designs, and distinctive features compared to conventional advertising. To assess the validity and reliability of the measurement instrument, descriptive statistics and Cronbach's alpha were calculated for each dimension of the ARF and AIDA models. The full results of the questionnaire can be seen in **Table 5**.

Table 5. Descriptive Statistics and Reliability of ARF and AIDA Dimensions

Dimension	Item	Cronbach's α	n	Mean	SD
ARF : Attention	2	0.78	100	4.02	0.61
ARF : Branding	2	0.74	100	3.85	0.68
ARF : Communication	2	0.81	100	3.92	0.59
ARF : Motivation	2	0.76	100	3.70	0.72
ARF : Emotional Response	2	0.83	100	3.88	0.66
ARF : Memory/Recall	2	0.71	100	3.60	0.80
ARF : Purchase Intent	2	0.79	100	3.54	0.85
AIDA : Attention	2	0.77	100	4.05	0.58
AIDA : Interest	2	0.80	100	3.95	0.62
AIDA : Desire	2	0.75	100	3.68	0.76
AIDA : Action	2	0.74	100	3.42	0.90

In terms of branding and communication, the mean scores were 3.85 (SD = 0.68) and 3.92 (SD = 0.59), respectively. These results suggest that respondents found it relatively easy to recognize the brand and understand the main message of AI-driven promotion. However, while the message was generally clear, there remains room for improvement in linking the brand identity with the cultural narrative of the promoted culinary heritage. Meanwhile, the emotional response dimension recorded a mean of 3.88 (SD = 0.66), reflecting that AI-based content could evoke positive emotions, although not always leading to a deeper emotional connection. The dimensions of motivation (M = 3.70, SD = 0.72) and memory/recall (M = 3.60, SD = 0.80) presented moderate results. This suggests that although consumers felt motivated to pay attention and could recall certain elements of the promotion, their deeper engagement remained limited. Similarly, within the AIDA model, the interest dimension (M = 3.95, SD = 0.62) was relatively high, but desire (M = 3.68, SD = 0.76) declined slightly, indicating that although AI-based visuals were engaging, they did not always translate into a strong desire to consume the product. This gap highlights the challenge of converting interest into desire within AI-driven promotions. Finally, purchase intent (M = 3.54, SD = 0.85) in ARF and action (M = 3.42, SD = 0.90) in AIDA yielded the lowest scores. These findings suggest that although AI is effective in generating strong awareness and moderate levels of interest, it does not fully translate into concrete consumer actions such as purchase or direct visit. Therefore, AI-based promotion should be complemented with human-centered strategies, such as cultural storytelling, consumer testimonials, and direct experiential engagement, to strengthen its impact on actual consumer behavior.

3.2 Consumer Attitudes Toward AI-Enhanced Culinary Experiences

The qualitative analysis of 20 participants provided nuanced insights into how consumers perceive AI-driven culinary promotion. Several recurring themes emerged from the discussions, highlighting both enthusiasm and reservations. Overall, participants expressed curiosity and openness toward AI, yet their adoption was influenced by issues of trust, authenticity, and cultural alignment. First, many participants highlighted the appeal of personalization. They noted that AI-generated recommendations, particularly those tailored to dietary preferences or local food specialties, made them feel more connected to culinary options. This aligns with the high scores in the quantitative survey on the dimensions of attention and interest, showing that AI successfully captures consumer curiosity when it delivers relevant and visually engaging content. respondents' views after watching the promotional video can be seen in Figure 3, which illustrates how personalized digital content influenced their engagement and perceptions.
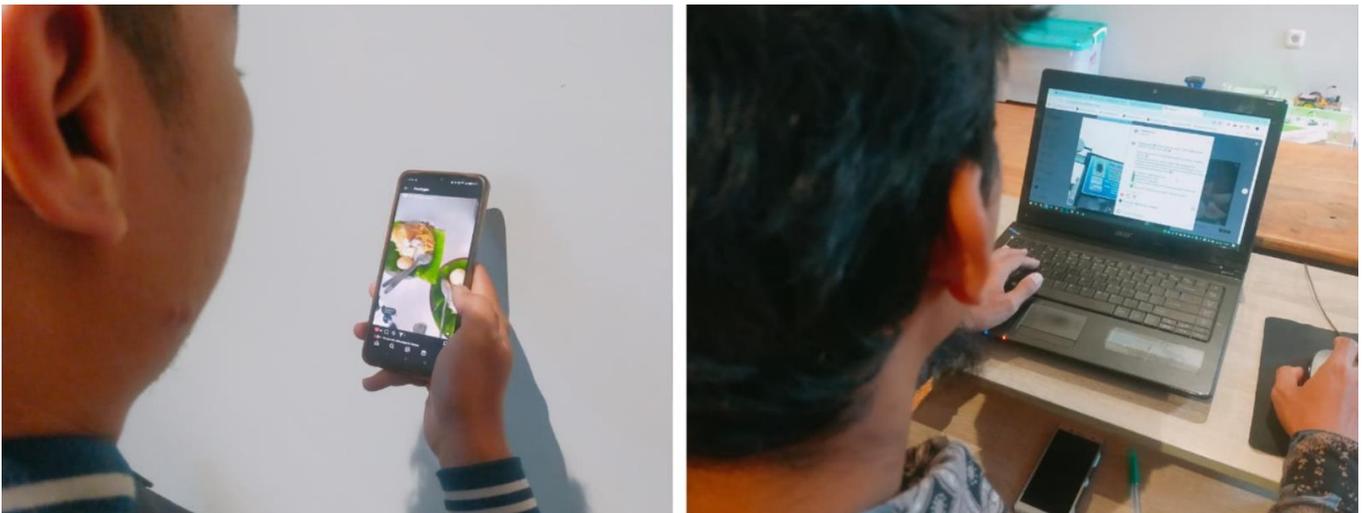

Figure 3. Respondents' views on AI-generated culinary promotional video

Second, participants discussed trust and authenticity as key concerns. Several respondents indicated that while AI could attract their attention, they were hesitant to make purchasing decisions based solely on algorithm-driven suggestions. They emphasized the importance of human elements, such as chef storytelling, local cultural narratives, and peer testimonials, as decisive factors in shaping actual consumption behavior. This perspective helps explain why the survey results showed lower mean scores in desire (3.68) and action (3.42). Third, there was a recurring emphasis on cultural preservation and human interaction. Participants valued AI for its efficiency and innovation but expressed that culinary promotion should not become overly mechanized or detached from its cultural roots. For instance, some participants suggested that AI could be used to complement, not replace traditional marketing methods, by highlighting cultural stories, cooking traditions, and community experiences alongside digital promotion. These findings are summarized in **Table 6**.

Table 6. Themes from Qualitative Discussions on Consumer Attitudes Toward AI

Theme	Illustrative Quote	Interpretation
Personalization	"AI makes it easier to find food that suits my taste, especially local dishes I didn't know about."	AI enhances consumer engagement by offering tailored recommendations.
Trust & Authenticity	"I like the suggestions, but I don't fully trust them until I hear real reviews from people."	Trust remains a barrier, limiting the translation of awareness into purchasing action.
Cultural Preservation	"Technology should not erase the story of our food traditions."	Consumers want AI to support, not replace, cultural identity in culinary promotion.
Human Interaction	"I still prefer when the seller or chef explains the food directly."	AI needs to be combined with human-centered approaches for stronger impact.

The qualitative findings complement the quantitative results by providing deeper insights into consumer attitudes toward AI-enhanced culinary experiences. While the survey highlighted high awareness and attention but lower levels of purchase action, the discussions revealed why this gap exists. Participants acknowledged the strength of AI in generating personalized recommendations and visually appealing content, which explains the strong scores on awareness and attention. However, concerns about trust, authenticity, and the reduced human element in culinary promotion help clarify why interest and desire did not consistently translate into actual purchasing behavior. These insights suggest that AI is most effective when integrated with human-centered approaches that emphasize authenticity, cultural storytelling, and direct consumer engagement.

3.3 Consumer Attitudes Toward AI-Enhanced Culinary Experiences

This study refers to the widely adopted framework of sustainable tourism, which emphasizes economic, cultural, social, and environmental dimensions (UNWTO, 2022; United Nations, 2015). These dimensions provide a foundation for analyzing how AI-driven culinary promotion contributes not only to marketing effectiveness but also to the broader objectives of sustainable development. The integration of AI-driven culinary promotion in Solo is not only relevant for marketing effectiveness but also carries significant implications for sustainable tourism development. By aligning the outcomes of both quantitative and qualitative analyses with broader sustainability objectives, several key contributions can be identified. First, the use of AI enhances economic sustainability by supporting local food entrepreneurs and small businesses. Personalized recommendations and visually engaging promotional content allow local culinary actors to reach wider audiences at lower costs compared to traditional marketing methods. This efficiency can increase visibility and demand for local cuisine, thereby strengthening the income base of small-scale vendors and ensuring economic resilience within the culinary sector. In this context, Figure 4 presents a comparison between real images and AI-generated pictures that were utilized to create the promotional video for AI purposes.

Figure 4. Comparison of real and AI-generated images used in culinary promotional video

Second, AI contributes to cultural sustainability through the preservation and promotion of local culinary heritage. As the qualitative findings indicated, consumers value authenticity and cultural narratives alongside technological innovation. By integrating cultural storytelling and traditional cooking practices into AI-driven promotion, Solo can protect its culinary identity while simultaneously modernizing its presentation. This balance ensures that heritage is not overshadowed by technology, but rather amplified in ways that attract younger and global audiences. Third, AI-driven culinary promotion fosters social sustainability by encouraging inclusivity and consumer engagement. The use of interactive features such as

chatbots, AI-generated recommendations, and targeted campaigns enables greater participation from diverse consumer groups, including younger generations who are more digitally oriented. Moreover, by addressing trust and authenticity concerns, AI can be designed to complement rather than replace human interaction, ensuring that culinary experiences remain community-driven and socially embedded. Finally, AI supports environmental sustainability indirectly through its capacity to optimize consumer behavior and reduce waste. For instance, AI-based predictive analytics can help vendors anticipate demand more accurately, reducing the risk of overproduction and food waste. By aligning promotion with consumer preferences, the culinary sector in Solo can operate more efficiently, contributing to the global sustainability agenda while also achieving local goals. The summary of these contributions is presented in **Table 7**.

Table 7. Contribution of AI-Driven Culinary Promotion to Sustainable Tourism Goals

Dimension	Contribution	Illustrative Findings
Economic Sustainability	Enhances visibility and demand for local culinary businesses at lower cost.	AI promotional tools allowed small vendors to reach wider audiences with reduced expenses.
Cultural Sustainability	Preserves and promotes culinary heritage through integration of cultural storytelling.	Participants emphasized the importance of authenticity and cultural narratives in AI ads.
Social Sustainability	Encourages inclusivity, engagement, and trust in culinary experiences.	Consumers valued human-centered interaction supported by AI-driven personalization.
Environmental Sustainability	Optimizes demand prediction and reduces food waste through data-driven insights.	AI-enabled analytics helped anticipate demand, minimizing overproduction and waste.

Taken together, these contributions show that AI-powered culinary promotion goes beyond simple marketing effectiveness. It has the potential to reinforce the economic vitality of local food industries, preserve cultural heritage, foster inclusive social interactions, and indirectly support environmental sustainability. This multidimensional impact positions Solo's culinary promotion strategy as an innovative model for cities seeking to achieve sustainable tourism in line with broader development frameworks such as the United Nations Sustainable Development Goals (SDGs).

4. CONCLUSION

The findings of this study highlight the transformative potential of artificial intelligence (AI) in promoting Solo's culinary heritage within the framework of sustainable tourism. The integration of ARF and AIDA models demonstrated that AI-driven promotional materials are effective in capturing consumer attention and generating positive perceptions, although the impact on actual purchase decisions remains relatively modest. Quantitative results from 100 respondents indicate strong performance in the dimensions of attention, branding, communication, and emotional response, while qualitative insights from 20 participants revealed the importance of cultural authenticity and human-centered interaction. Furthermore, the study shows that AI contributes significantly to the four key dimensions of sustainable tourism: economic, cultural, social, and environmental sustainability. Economically, AI supports local entrepreneurs by improving visibility and cost-efficiency. Culturally, it amplifies heritage storytelling and preserves culinary identity. Socially, it fosters inclusivity and engagement, while environmentally, it indirectly reduces waste through predictive analytics. Taken together, these results suggest that AI is not merely a technological tool for promotion but a strategic enabler for sustainable development. For policymakers, entrepreneurs, and cultural stakeholders, integrating AI into digital promotion can strengthen local economies, preserve traditions, and align tourism practices with global sustainability goals. Future research should explore longitudinal impacts and cross-regional comparisons to further validate AI's role in sustainable tourism promotion.

RECOMMENDATIONS

The findings of this study generate several recommendations for policymakers, local entrepreneurs, cultural institutions, and future researchers. For policymakers, it is essential to integrate AI-driven culinary promotion into official tourism strategies to strengthen Solo's position as a culinary destination while aligning with the broader framework of the United Nations Sustainable Development Goals (SDGs). Government agencies should also provide structured training and capacity-building initiatives to support small and medium-sized culinary businesses in adopting AI technologies effectively, particularly in the creation of culturally authentic and personalized promotional content. Moreover, the formulation of ethical guidelines for AI applications in tourism is necessary to safeguard transparency, ensure consumer trust, and prevent the erosion of cultural identity. For culinary entrepreneurs, the study suggests that AI-generated promotion should be combined with human-centered strategies such as storytelling, consumer testimonials, and direct experiential engagement in order to enhance authenticity and strengthen consumer trust. In addition, the application of AI-based analytics offers opportunities to optimize demand prediction, reduce food waste, and increase operational efficiency. Collaborations between

entrepreneurs, cultural institutions, and tourism boards are also recommended to ensure that local heritage narratives remain central to digital promotion while benefiting from technological innovation. Tourism and cultural institutions are encouraged to establish partnerships with technology providers to expand access to affordable and context-sensitive AI solutions. These institutions should position AI not as a replacement for tradition but as a complementary tool to amplify cultural identity and culinary heritage for both local and global audiences. Finally, future research should address the limitations of this study by conducting longitudinal investigations that measure the sustained effects of AI-driven promotion on consumer behavior and tourism outcomes. Comparative studies across different cultural and regional contexts would also be valuable to capture variations in adoption and effectiveness. Furthermore, more in-depth exploration of the ethical and social dimensions of AI in heritage promotion is needed to better understand how innovation can be balanced with authenticity and cultural preservation.

ACKNOWLEDGEMENTS

AUTHOR'S CONTRIBUTIONS

Slamet Kurniawan Fahrurozi conceived the research design, supervised the study, and led the overall project administration. Annisa Noor Rachmawati contributed to data collection, literature review, and drafting of the manuscript. Dimas Pamilih Epin Andrian assisted in data analysis, visualization, and refinement of the discussion. All authors discussed the results and contributed from the initial stages to the final version of the manuscript.

CONFLICT OF INTEREST

The authors declare that they have no competing interests.

REFERENCES

Agboola, O. A., Ogbuefi, E., Abayomi, A. A., Ogeawuchi, J. C., Akpe, O.-e. E., & Owoade, S. (2023). Systematic Review of AI-Driven Data Integration for Enabling Smarter E-Commerce Analytics and Consumer Insights. *International Journal of Advanced Multidisciplinary Research and Studies*, *3*(6), 1573-1581. https://doi.org/10.62225/2583049X.2023.3.6.4245

Aldoseri, A., Al-Khalifa, K. N., & Hamouda, A. M. (2024). AI-powered innovation in digital transformation: Key pillars and industry impact. *Sustainability*, *16*(5), 1790. https://doi.org/10.3390/su16051790

Bramantyo, A. P., Maria, A. D., & Aulia, W. M. (2023). Traditional Food Of Solo Strait As Immaterial Cultural Heritage: Protection, Preservation, and Promotion. International Conference on Digital Advanced Tourism Management And Technology,

BRANDING, G. T. S. (2024). THE MODERN MARKETERS GUIDE TO SONIC BRANDING.

Del Soldato, E., & Massari, S. (2024). Creativity and digital strategies to support food cultural heritage in Mediterranean rural areas. *EuroMed Journal of Business*, *19*(1), 113-137. https://doi.org/10.1108/EMJB-05-2023-0152

Htet, T., Husni, M. F. D., & Apriliani, F. D. (2024). Crafting urban identities: Local cuisine and city branding in Indonesia and Myanmar. *The Journal of City: Branding and Authenticity*, *2*(1), 30-51. https://doi.org/10.61511/jcbau.v2i1.2024.914

Iazzi, A., Ligorio, L., Vrontis, D., & Trio, O. (2022). Sustainable Development Goals and healthy foods: perspective from the food system. *British Food Journal*, *124*(4), 1081-1102. https://doi.org/10.1108/BFJ-02-2021-0197

Jamwal, B., Frederick, A. J., & Vijay, A. (2025). Modern Marketing in Indian Tourism: A Digital Approach. In *Empowering Sustainable Performance and Competitive Advantage in Tourism* (pp. 363-396). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-4546-8.ch012

Khamoushi, E. (2024). AI in Food Marketing from Personalized Recommendations to Predictive Analytics: Comparing Traditional Advertising Techniques with AI-Driven Strategies. *arXiv preprint arXiv:2410.01815*. https://doi.org/10.48550/arXiv.2410.01815

Lim, W. M. (2022). The sustainability pyramid: A hierarchical approach to greater sustainability and the United Nations Sustainable Development Goals with implications for marketing theory, practice, and public policy. *Australasian Marketing Journal*, *30*(2), 142-150. https://doi.org/10.1177/18393349211069152

Monaco, S. (2024). SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all. In *Identity, Territories, and Sustainability: Challenges and Opportunities for Achieving the UN Sustainable Development Goals* (pp. 81-86). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83797-549-520241009

Mulyana, A. A., & Mirzanti, I. R. (2022). Online and Offline Marketing Using Aida Framework to Increase Consumer Buying Interest (Case Study: Marissa Holiday). *International Journal of Current Science Research and Review*, *5*(9), 3711-3725. https://doi.org/10.47191/ijcsrr/V5-i9-54

Nag, A., & Mishra, S. (2025). Heritage-Led Destination Management: Strategies for Competitive Advantage. In *Cases on Effective Destination Management* (pp. 285-324). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-1548-4.ch013

Nasser El Erafy, A. (2023). Applications of Artificial Intelligence in the field of media. *International Journal of Artificial Intelligence and Emerging Technology*, *6*(2), 19-41. https://doi.org/10.21608/ijaiet.2024.275179.1006

Nelson-Field, K. (2024). The Reinvention of Invention. In *The Attention Economy: A Category Blueprint* (pp. 133-191). Springer Nature Singapore. https://doi.org/10.1007/978-981-97-0084-4_4

Pratiwi, N., Maman, U., Junaidi, Danapriatna, N., Mukri, R., & Hejazziey, D. (2021). The Effect of AIDA Model to Purchasing Decision: The Case of HappyFresh Instagram Promotion. *2021 9th International Conference on Cyber and IT Service Management (CITSM)*, 1-5. https://doi.org/10.1109/CITSM52892.2021.9589023

Rahman, J., Raihan, A., Tanchangya, T., & Ridwan, M. (2024). Optimizing the digital marketing landscape: A comprehensive exploration of artificial intelligence (AI) technologies, applications, advantages, and challenges. *Frontiers of finance*, *2*(2), 6549. https://doi.org/10.59429/ff.v2i2.6549

Ramachandran, R., Pillai, S., & Dahal, R. K. (2025). The Transformative Role of AI in Advertising and Marketing: From Data-Driven Practices to Virtual Experiences. *Interdisciplinary Journal of Innovation in Nepalese Academia*, *4*(1), 27-45. https://doi.org/10.32674/2q7y1a35

Schwarz, E. (2022). Emotion Index: When Do Emotions Trigger Buying Impulses? In *Neuro-Advertising: Brain-friendly advertising for more success in your market* (pp. 29-66). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-38633-7_3

Semwal, R., Tyagi, N., Pandey, U. K., Dafouti, B. S., & Arya, V. K. (2024). Revitalizing rural tourism in India: A comprehensive framework for ai integration. *Proceedings of the International Conference on Innovation and Regenerative Trends in Tourism and Hospitality Industry (IRTTHI 2024)*, *285*, 249. https://doi.org/10.2991/978-94-6463-437-2_17

Shafik, W. (2025). SDG 11: Sustainable Cities and Communities—Smart Cities and Urban Sustainability. In *Factoring Technology in Global Sustainability: A Focus on the Sustainable Development Goals* (pp. 333-363). Springer Nature Singapore. https://doi.org/10.1007/978-981-96-7299-8_12

Sorato, A. (2024). Venetian Culinary Heritage Management: exploring authenticity in the realm of tourism and cultural identity through a visual analysis.

Stefanovic, L. (2022). SDG Performance in Local Organic Food Systems and the Role of Sustainable Public Procurement. *Sustainability*, *14*(18), 11510. https://doi.org/10.3390/su141811510

Sukmawati, F., & Salimi, M. (2023). Indonesian Culinary History and Values: Exploration Study in Solo City, Indonesia. *International Journal of Sustainable Development & Planning*, *18*(3). https://doi.org/10.18280/ijsdp.180332

Taherdoost, H. (2022). What are different research approaches? Comprehensive review of qualitative, quantitative, and mixed method research, their applications, types, and limitations. *Journal of Management Science & Engineering Research*, *5*(1), 53-63.

Tristanto, T. A., Hurriyati, R., Dirgantari, P. D., & Muhaimin, A. (2021). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age. *Budapest International Research and Critics Institute (BIRCI-Journal):*

Humanities and Social Sciences, *4*(4), 12575-12586. https://doi.org/10.33258/birci.v4i4.3319

Vishwakarma, N., Jaiswal, A., & Verma, M. (2025). Introduction to Culinary Heritage. In *Quality Assurance of Ethno-Herbals: Cultivating Confidence in Alternative Medicine* (pp. 1-15). Bentham Science Publishers. https://doi.org/10.2174/97898152745541250101

Vuksanović, N., Demirović Bajrami, D., Petrović, M. D., Radovanović, M. M., Malinović-Milićević, S., Radosavac, A.,…Ergović Ravančić, M. (2024). The role of culinary tourism in local marketplace business—New outlook in the selected developing area. *Agriculture*, *14*(1), 130. https://doi.org/10.3390/agriculture14010130

Widjanarko, W., Yamin, M., Lusiana, Y., Istiyanto, S. B., & Novianti, W. (2024). Local Culinary Campaign for Millennials Generation Through Social Media: A Cultural Promotion Strategy in Indonesia. *Pakistan Journal of Life & Social Sciences*, *22*(2). https://doi.org/10.57239/PJLSS-2024-22.2.00941

Zhu, Q., & Liu, X. (2025). The application of artificial intelligence in the revitalization of intangible cultural heritage helps the cultural industry succeed. *Journal of Computational Methods in Sciences and Engineering*, *25*(5), 4566-4580. https://doi.org/10.1177/14727978251337999

Żyminkowska, K., & Zachurzok-Srebrny, E. (2025). The Role of Artificial Intelligence in Customer Engagement and Social Media Marketing—Implications from a Systematic Review for the Tourism and Hospitality Sectors. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(3), 184. https://doi.org/10.3390/jtaer20030184