

## **Analysis Of Marina Tasha's Youtube Content In Street Food Culinary Promotion In The Video 24 Hours Of Street Food In Jakarta**

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### **Abstract**

*This study analyses the communication strategy and narrative elements in the YouTube video “24 Hours of Street Food in Jakarta” by Marina Tasha, a well-known food vlogger. The video is notable for its bilingual approach and personal narrative in promoting Indonesian street food. Using a qualitative descriptive method with thematic content analysis, the study explores how visual, verbal, and multimodal elements create an immersive digital culinary experience. Data were collected through video observation, transcription, screen captures, and analysis of audience comments on YouTube. The findings show that Marina employs a glocalised language strategy, mixing English with untranslated local culinary terms. This not only broadens global accessibility but also preserves cultural authenticity. Her personal and emotional storytelling builds a parasocial relationship with the audience, enhancing engagement and credibility. Visual elements such as close-up shots of food, lively street scenes, and ambient sounds support effective multimodal communication, resulting in a vibrant and authentic viewing experience. Audience responses highlight a dominant positive sentiment, appreciating Marina’s communicative and inspiring style, though some comments note issues with language clarity and visual hygiene. This study concludes that effective culinary promotion via social media relies on authentic representation, multimodal storytelling, and relatable personal narratives.*

**Keywords:** *Youtube, Strategy Communication, Culinary, Loca.*

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## **INTRODUCTION**

Development digital technology and social media has bring change big in method product promotion and services, including in the field of culinary. YouTube, as one of the one of the largest video platforms globally, has a role important in spreading information and influence consumer behavior through engaging visual content and easy accessible (Tresnawati & Prasetyo, 2022) . In context culinary, especially *street food*, YouTube allows creators content to introduce various type food typical in a way direct to audiences all over the world, thus opening up new opportunities in more effective digital marketing And efficient (Pilamala Rosales et al., 2023) .

This phenomenon is visible from increasing popularity lots of food vlogger content in demand society, especially circles young people who actively use social media. Marina Tasha is a food vlogger who has uniqueness compared to culinary content creators other (Hansvirgo et al., 2023) . One of the aspect that differentiates it is the use Language English in promoting various the food he tried. This approach is not only make things easier communication with the audience local, but Also expand coverage audience until to level international (Husna et al., 2019). Description of the taste of the food delivered in a way details and interesting in language English makes Marina known widespread, both in Indonesia and among viewer from various country.

Marina's specialty lies in on his abilities serve every dishes with language communicative English and informative (Warmadewi et al., 2021) . This provides added value to uploaded video content, because capable introduce riches Indonesian culinary to global audience in general effective. By therefore, through method promotion With these characteristics, Marina Tasha contributed significantly to increasing the recognition of And appreciation international to

Indonesian culinary, especially street food, through the YouTube platform (Indriani & Bambang Sumantri, 2021) .

Even though culinary content on YouTube is getting more and more popular, still required analysis deep regarding how the content is structured And strategy communication what to use to promote food street (Butar Butar et al., 2023) . Analysis becomes content it is important to understand how convey message promotion, use visual elements and narrative in attracting the audience's attention, as well as how the interaction between creator And viewer forming perceptions of the culinary products reviewed (Wardhani et al., 2019) .

Problems The main topic in this research is how Marina Tasha's video entitled "24 Hours of Street Food in Jakarta" build narrative promotion street food and culinary strategy communication what is applied to increase power pull audience (Sri Ernawati et al., 2023) . This research also aims to identify the dominant visual and verbal elements in the video as well as the impact to interest society in consuming *street food* in Jakarta (Fadhilah & Panggabean, 2022) .

In the realm of communication, this research is very relevant Because study communication digital marketing through dynamic new media And interactive (Kusuma & Sugandi, 2019) . Analysis YouTube content as a visual and audio communication medium provides insight into how promotion messages can be designed in a way effective to achieve objective marketing And build strong relationship with the audience. In addition, this research also it is important to understand the dynamics communication in context culture local served through global media (Sujana, 2021) .

In a way In practice, this research is expected to contribute for perpetrator industry culinary And maker content in optimizing strategy digital promotion. By understanding patterns effective communication, the actors street food businesses can increase exposure And Power pull their products through digital platforms, especially YouTube (Rahma, 2022). This is in line with the trend growth economy increasingly creative relying on social media as a channel main marketing.

More broadly, this research aims to conduct analysis deep to Marina Tasha's video content in promoting street food culinary, in the video "24 Hours of Street Food in Jakarta". The approach used is analysis content qualitative to identify strategy communication, visual elements, and the narrative used in the video as well impressive to promotion local culinary (Yılmaz et al., 2020).

Thus, this research is expected to provide a good contribution both in terms of theoretical and practical in communication development digital marketing in the field culinary, at the same time enrich literature about the role of social media in promotion food typical Indonesian culture.

## RESEARCH METHODS

This study employs a qualitative approach using a descriptive method to explore the phenomenon of utilising social media, particularly YouTube, in the promotion of street food products. The qualitative approach is applied to examine natural settings, where the researcher serves as the key instrument, data collection is conducted through triangulation (a combination of observation, interviews, and documentation), data analysis is inductive, and the findings prioritise meaning over generalisation. This approach enables the researcher to deeply investigate how visual content on YouTube shapes consumer perceptions of culinary products and how content creators utilise creative strategies to convey narratives of local food to a global audience (Sugiyono, 2023).

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## RESULT AND DISCUSSION

### Marina Tasha's Culinary Communication in the Video "24 Hours of Street Food in Jakarta"

Marina Tasha's video "24 Hours of Street Food in Jakarta" features a blend of personal narrative, sensory descriptions, and strong local cultural nuances. As an Indonesian content creator who uses English with a smattering of local terms, Marina successfully constructs communication that is both educational and promotional. An examination of the video's language style, descriptive depth, and narrative structure reveals a communication pattern that is not only informative but also performative, where food is presented not simply as an object of consumption but as a cultural artifact rich in meaning. The following table summarizes the results of the thematic analysis based on the video transcript:

**Table 1. Comments Youtube Rave the Crave**

Category	Subtheme	Transcript/Excerpt	Findings
Language style	Mixed Language	“Let me try the sambal...”, “This is actually brunch, not breakfast...”	Marina uses a mix of English and local terms such as “sambal”, demonstrating an inclusive and communicative bilingual approach.
	Use of Local Terms	“Sambal”, “tempeh”, “fried tofu”, “noodles”, “side dishes”	Not translated into English, maintaining the authenticity of Indonesian culinary culture in the context of an international audience.
Content Motivation	Fun & Casual	“I didn't eat earlier this morning, I'm prepping my stomach...”	The videos are made spontaneously and casually, but remain consistent in style and structure of culinary exploration.
	Personal and Reflective	“This is my mom's favorite...”	The narrative is personal and intimate, providing emotional closeness to the audience.
Culinary Description	Texture and Taste	“It's very chewy... it's like al dente...”, “the sauce is thick and packed with spices...”	Marina describes food with detailed sensory descriptions, inviting the imagination of taste and enhancing the visual appeal.
	Composition and Process	“This noodle is made out of rice flour, unlike the usual wheat flour...”, “They use flour to thicken the sauce...”	Providing information on composition and cooking processes, creating in-depth educational content.
Cultural Context	Local Eating Culture	“We eat everything with rice...”, “It's a street food vibe, you can hear the motorbikes...”	Showing the eating habits of Indonesian people as well as the unique and authentic atmosphere of the dining place.
	Price and Portion	“We only spent around 63,000 including drinks...generous portions.”	Street food is portrayed as an economical and filling option, relevant to the socio-economic context of local audiences.

Narrative Strategy	Storytelling	“When I was a child...”, “This is something I grew up eating...”	Personal storytelling is used to build emotional connections and make content feel more alive and authentic.
	Humor and Relaxation	“There's an insect here too... oops.”, “The fly wants to eat with us.”	Light humor is used to maintain a relaxed atmosphere, strengthening informal connections with the audience.
Cultural Education	Historical Information & Context	"This dish is originally from Betawi culture...", "They use shrimp paste for chili sauce..."	Marina inserts cultural information and culinary history as part of the narrative, adding educational value to her content.

Source: Rave the Crave YouTube Channel (2025)

The analyzed videos reveal unique communication patterns through Marina Tasha's language style. One prominent finding is the use of mixed language, with English dominating the narrative, interspersed with local terms like *sambal (sauce)*, *mie (noodles)*, and *tempeh (tempeh)*. This bilingual approach not only expands the audience's reach to an international level but also maintains the local roots of the content. (Nofiana S et al., 2023). In the context of digital marketing, this strategy is very effective in bridging global and local interests while introducing Indonesian culture to a wider audience without losing its authenticity.

The use of untranslated local terms also serves as an important marker of the narrative being constructed. Words like *sambal (spicy chili sauce)*, *tahu goreng (fried tofu)*, and *tempeh (tempeh)* are retained in their original form, even though the narrative is primarily delivered in English. This decision isn't simply a matter of vocabulary, but rather a reflection of the effort to maintain cultural identity in global communication. (Utami, 2018) By not translating the terms for typical foods, Marina gives the audience space to learn about Indonesian culinary concepts in their original form, which cannot be fully explained through translation.

In terms of content motivation, this video exhibits a casual and playful production style. Quotes like *"I'm prepping my stomach..."* demonstrate that the content was created in a relaxed and spontaneous manner, without a rigid formal script. This creates a sense of authenticity and builds trust with the viewer, as the shared experience feels honest and uncontrived. This approach aligns with the digital communication trend that values authenticity over overly staged productions. (Andzani & Irwansyah, 2023).

In addition, personal and reflective narratives strengthen the affective dimension of the content. (Ilham Mauludi, 2021). When Marina calls a food *"my mom's favorite,"* she indirectly creates an emotional connection with her audience. Inserting personal experiences into food reviews not only enriches the narrative but also provides deeper context to the meaning of food as part of social and family life. This demonstrates that culinary promotions aren't always transactional but can also be a space for expressing identity and memories.

The culinary descriptions featured in this video are highly detailed and sensory. Phrases like *"very chewy... like al dente"* and *"sauce is thick and packed with spices"* demonstrate Marina's ability to describe food sensations in great detail. Her choice of diction and taste metaphors allows viewers to imaginatively experience the meal. This strategy not only whets the appetite but also increases audience confidence in Marina's judgment as a culinary vlogger.

Furthermore, Marina also includes specific information about the ingredients and cooking process, such as in the quotes *"This noodle is made out of rice flour..."* and *"They use flour to thicken the sauce..."* These explanations add depth to the content and transform culinary videos from mere entertainment to educational media. (Bakri & Yusni, 2021). In the context of culinary communication, conveying technical aspects of ingredients and cooking techniques enriches the

audience's experience while introducing a variety of typical Indonesian cooking techniques. (Yudistira & Kusumaningtyas, 2021) .

This video's contribution to cultural preservation is also evident in Marina's depiction of local food culture. Quotes like *"We eat everything with rice..."* and the emphasis on the streetscape depict social practices in urban Indonesia. The streetscape, the roar of vehicles, and even the habit of eating at street food stalls become integral parts of the visual and verbal narrative, all of which reinforce the cultural context of the content. (Aryani & Tirtaatmadja, 2017)

In terms of economic value, Marina stated that street food in Jakarta is affordable but with large portions, as mentioned in the quote *"We only spent around 63,000..."*. This finding demonstrates the representation of street food as an inclusive, affordable, and enjoyable part of urban life. This information also has the potential to attract culinary tourists seeking authentic experiences at a low cost.

The narrative strategy Marina uses in this video relies heavily on storytelling and light humor. (Kumala, 2022) . With styles like *"When I was a child..."* or jokes like *"There's an insect here too... oops,"* Marina not only entertains but also builds horizontal intimacy with the audience. Rather than positioning herself as an expert, she appears as a friend sharing her dining experiences. This demonstrates a humanistic and relevant narrative approach to building trust and loyalty in digital audiences.

The cultural education aspect is one of the strongest points in this video. Marina includes information about the food's origins, such as *"This dish is originally from Betawi culture..."*, which demonstrates that every dish is not just a product of taste, but also a product of history and identity. This approach demonstrates that culinary content on social media can be an effective means of disseminating knowledge of local culture and history to the wider community. (Pradiani, 2018) .

Linked to Visual Communication Theory and Multimodality, this video is a concrete example of how meaning is formed simultaneously through verbal text, images, sounds, facial expressions, and the surrounding atmosphere. (Isti'anah & Puri, 2022) . Multimodality is present in the interaction between oral (verbal) narrative, visual expressions (food close-ups, street scenes), and audio aspects (vehicle sounds, background music), all of which support each other in building an immersive viewing experience. Within this framework, Marina conveys messages not only through words but also through a series of non-verbal signs that enrich the meaning and strengthen the persuasive effect of the culinary content displayed.

### **Examining Netizen Responses to the Culinary Content Promotion "24 Hours of Street Food in Jakarta"**

Through virtual observation of the comments section of the video "24 Hours of Street Food in Jakarta" on Marina Tasha's YouTube channel, digital participation patterns were identified that reflect the construction of collective meanings around the culinary promotion featured. With a total of 230,485 views and 8,000 likes, the video garnered significant attention from a global audience. Netizen responses to the video generally fell into three categories: positive, neutral, and negative. Positive sentiment was dominated by praise for Marina's informative, personal, and appetizing narrative, as well as enthusiasm from international viewers interested in trying Indonesian food. Meanwhile, neutral comments were generally observational without strong affective expression, such as simply mentioning unfamiliar dishes or asking about specific culinary locations. Negative sentiment, while a minority, revolved around criticism of the use of foreign language, perceived as ignoring local audiences, or irrelevant comments that contributed to noise in the discussion space.

This phenomenon demonstrates that netizens' responses to culinary promotions on digital media are not homogeneous, but rather reflect the negotiation of identity, preferences, and cultural affiliations within online communication spaces. Viewers from diverse backgrounds

construct meaning from content based on their experiences, cultural references, and expectations regarding local representation. The high number of interactions in the form of likes and comments also strengthens the argument that culinary content is not only consumed visually but also creates a participatory ecosystem that encourages cross-cultural dialogue. Thus, the comment space functions as an interpretive arena, demonstrating how food promotions not only shape taste perceptions but also serve as a meeting point for digital identity, culinary nationalism, and the dynamics of media globalization.

**Table 2. Netizen Sentiment towards the Culinary Content “24 Hours of Street Food in Jakarta” by Marina Tasha**

Sentiment Category	Response Subtheme	Netizen Quotes	Interpretation of Findings
Positive	Appreciation of Speaking and Narrative Style	<i>"I love how you described this food. It's like you know what you eat."</i>	Viewers appreciated the descriptive and communicative narrative, strengthening Marina's trust as a culinary guide.
Positive	Support for Culinary Internationalization	<i>"As Indonesian I was excited watching Indonesian vloggers use English language like this."</i>	Shows that the use of English in Indonesian culinary vlogs opens up the reach of a global audience.
Positive	Personal and Emotional Connection	<i>"OMG I just found out this cuteness overload girl has YouTube."</i>	Marina successfully builds emotional closeness with a personal and informal narrative style.
Positive	In-depth Food Description	<i>"You describe all the food with sooo much detail and the way you eat is just sooo satisfying!!"</i>	The power of visual-verbal description creates an imaginative experience that is close to actual sensations.
Positive	Productive Hopes and Suggestions	<i>"Please give the price in rupiah or dollars to make it easier for the audience..."</i>	These comments are both supportive and critical, indicating a hope for content to become more inclusive and functional.
Neutral	Language and Information Neutrality	<i>"Nice one Marina! Random Q tho, what brand is your water bottle?"</i>	Responses are informative and light, without emotional affect; indicating passive audience involvement.
Neutral	Parallel Consumption Experience	<i>"Watching this while snacking on my banana and tempeh chips and my mouth is wateringggg"</i>	The viewer's dining experience at home demonstrates cross-screen connectivity; the content resonance effect.
Neutral	Recommended Location or Format	<i>"Next idea vlog '24hrs of STREET FOOD in Surabaya'"</i>	Viewers provide ideas for future content as a form of participation; indicating community loyalty.

Negative	Critique of Language Choice	<i>"Why is it English and the subtitles are English too?"</i>	Negative sentiments arise from audiences who prefer local languages and feel alienated from the content.
Negative	Concerns about Product Visuals	<i>"It's a shame the brush isn't food grade... it looks like sea bristles"</i>	Concerns arose from the visual quality and hygiene, indicating concern about the credibility and food safety aspects of the video.

Source: Youtube Rave the Crave (2025)

The table above shows the classification of netizen sentiment towards Marina Tasha's culinary content, "24 Hours of Street Food in Jakarta," which is generally dominated by positive responses. This indicates that the majority of audiences appreciate Marina's communication style, particularly her communicative narrative, appetizing visuals, and personal approach that creates emotional closeness. This positive sentiment represents Marina's success in building strong relationships with her audience through content that is not only informative but also entertaining and emotionally touching.

One important dimension of the positive response is Marina's ability to deliver descriptive narratives when explaining food. Comments like "I love how you described this food..." demonstrate that viewers are not simply consuming visuals, but also experiencing imaginative sensations that stimulate their senses. This reflects the success of multimodal communication in creating an immersive viewing experience, while also demonstrating that honest and detailed language has strong appeal in the realm of digital culinary content. (Makmun & Isnaini, 2023) .

Beyond just narrative techniques, the dominance of positive sentiment is also evident in support for the use of English in delivering content. Comments like "As an Indonesian, I was excited watching an Indonesian vlogger use English like this" indicate that the use of a global language in a local context actually strengthens audience pride. This phenomenon demonstrates an acceptance of glocalization practices, namely the ability to maintain local identity while opening up space for cross-cultural interaction on digital platforms like YouTube. (Hein et al., 2020) .

On the other hand, positive responses also emerged from the affective connection between Marina and her audience. Comments praising Marina's personality or expressing surprise at discovering her YouTube channel ("OMG I just found out this cuteness overload girl has YouTube") reflect the important role of digital personality in building audience loyalty. This emotional connection forms the foundation of what's known as a parasocial relationship, a seemingly real connection between creator and audience in the context of social media. (Lacap et al., 2024) .

Beyond her style and personal connection, Marina's content is also appreciated for its educational value and in-depth explanations of ingredients, flavors, and cooking processes. Comments like "You describe all the food in so much detail..." emphasize that viewers want content that goes beyond mere visualizations of food. They're looking for information that can enrich their culinary knowledge, and Marina successfully delivers on that expectation through structured and engaging delivery.

While the majority of responses were positive, neutral sentiment also emerged as a counterbalance, indicating passive engagement from some audience members. Comments like "What brand is your water bottle?" don't express explicit affection, but they still indicate that viewers paid attention to the details in the video. This category is important because it represents viewers who didn't directly respond to the video's main content but still contributed to the digital interaction. (Abidin & Wandu, 2023) .

Furthermore, neutral responses were also reflected in comments that captured the experience of watching while eating or suggested locations for future vlogs. For example, the comments "Watching this while snacking..." and "Next vlog idea '24hrs of STREET FOOD in Surabaya'" did not directly judge the content, but rather provided context for a parallel consumption experience or contributed ideas. This suggests that, while non-affective, these types of comments are still productive in expanding the dialogue between creator and audience.

However, the presence of negative sentiment cannot be ignored. While a minority, criticism of language choice ("Why is it always English and subtitled in English?") reveals a group of audiences who feel under-accommodated. This criticism raises issues of linguistic representation and highlights the tension between the needs of globalization and local inclusion in digital content development. It serves as a reminder that communication strategies must remain sensitive to the diversity of audience preferences. (Hidayat et al., 2023) .

Other negative sentiments stemmed from concerns about hygiene and the visual quality of products, such as comments about the brushes used in cooking. This suggests that viewers also judge content based on visual etiquette and hygiene standards, which are crucial in establishing the credibility of culinary content. (Kurniasih & Setianti, 2024) . Despite the casual nature of the video, trust remains a crucial factor for audiences in determining the validity of the experience presented. Therefore, the data presented in the table indicates that Marina Tasha's content successfully resonated positively with the majority of viewers, both cognitively and emotionally. However, the presence of negative sentiment signals that openness to criticism remains crucial in a dynamic digital ecosystem. Content creators need to understand that audience participation extends beyond praise to constructive evaluation for future improvement, particularly in the context of culinary communication, which is heavily influenced by cultural sensitivities, language, and visual expectations.

The communication strategy used by Marina Tasha in the video "24 Hours of Street Food in Jakarta" demonstrates a narrative approach that is personal, communicative, and inclusive. Marina combines a light-hearted storytelling style with descriptive presentations of food, while maintaining local elements through the use of typical Indonesian terms. This approach not only creates an informative experience but also creates an emotional closeness between the creator and the audience (Tanjaya & Anggrianto, 2023) . In the context of digital communication, this strategy demonstrates that informal narratives can be a more effective persuasive tool than professional-formal approaches, especially in promoting lifestyle content such as culinary. A new finding from this is that informal narrative approaches actually build trust in audiences across cultures and generations.

The visual and verbal elements in Marina's videos play complementary roles in building the content's appeal. Sensory descriptions of the food, combined with mouth-watering close-ups of the food and the Jakarta streetscape, create an authentic atmosphere that evokes sensory resonance in the audience. Narratives about the food's texture, composition, and even childhood stories associated with the food strengthen the audience's emotional connection. This demonstrates that culinary promotion through social media relies not only on the visuals of the food but also on the power of the accompanying narrative. The implication is that synchronous verbal and visual integration can strengthen the persuasive power of digital culinary content and distinguish it from mere entertainment.

The theory of visual communication and multimodality explains that meaning is constructed through a combination of various communication modes: verbal (narration), visual (images of food and atmosphere), auditory (background music, ambient sounds), and Marina's facial expressions and gestures. Each of these elements works simultaneously to shape meaning and create a complete viewing experience. Marina not only conveys information, but also creates a simulation of a culinary experience that can trigger emotional and cognitive responses in the

audience. The finding from the application of this theory is that multimodal culinary promotional content is more effective in creating comprehensive audience engagement. (Pangestu, 2019) .

The practice of multimodality in Marina's videos is executed through personal narrative, expressive gestures, close-up food visuals, and the use of ambient sounds such as the roar of motorbikes or the voices of customers. This approach enhances the sense of presence in the videos and creates an imagination of the taste and atmosphere of a typical Indonesian meal. This strategy demonstrates that multimodality is not merely aesthetic, but an effective tool for bridging offline and online experiences. (Grassini et al., 2021) . The implication is that YouTube has transformed into a sensory experience space that can convey nuances of taste and culture simultaneously.

Observations of netizen responses confirm that Marina's content successfully generated positive resonance. Dominant sentiments, such as appreciation for the narrative, eating style, and communicative use of English, are indicators of successful culinary promotions on digital platforms. When audiences respond with phrases like "you know what you're eating" or "this is so satisfying," this reflects successful communication not only as a messenger but also as a creator of a virtual culinary experience. The conclusion is that the success of digital promotions depends on the creator's ability to build intimacy, not just explain the product.

Netizen responses also indicate a parasocial relationship has formed between Marina and her audience. Comments expressing personal admiration or emotional attachment, such as "OMG, this girl has cuteness overload on YouTube," reflect a connection that goes beyond one-way interactions. In the context of social media, this parasocial relationship increases audience loyalty and strengthens the creator's position as an opinion leader in the digital ecosystem. (Angelica et al., 2020) . The implication of this finding is that the success of digital promotional communications lies in the ability to build stable and consistent pseudo-emotional relationships.

The strategy of using English while retaining local terms like sambal or tempeh demonstrates a clever glocalization practice. This approach allows a global audience to understand the content without erasing local identities. This practice represents a form of cross-cultural communication that is adaptive yet maintains cultural roots. (J, 2019). Marina's video is a tangible form of cultural exchange that maintains its authenticity. A new finding from this analysis is that bilingual communication practices in culinary content can build bridges between national representations and the global market without losing authenticity.

The presence of criticism and negative sentiment in netizen comments remains valuable in evaluating digital communication. Responses such as criticism of the use of subtitles or the quality of cooking utensils indicate high expectations for the inclusivity and ethics of content. Comments serve not only as a channel for appreciation but also as an active evaluative forum. Openness to public input is part of a continuous cycle of improvement in creative content. An important implication of this phenomenon is that content creators need to treat comments as a space for participatory correction, not simply a popularity metric.

This research provides theoretical and practical contributions to understanding the dynamics of visual-based digital communication. The findings suggest that the success of culinary promotions through social media is influenced not only by the appearance of the food, but also by the strength of personal narratives, multimodal strategies, and the ability to build affective connections with the audience. Marina's glocal communication approach creates a new space for digital cultural diplomacy through food. A new finding from this study is that a culinary communication model that combines personal narratives, multimodal strategies, and a glocal orientation has proven effective in increasing audience engagement and participation in local food promotional content.

## CONCLUSION

This study confirms that communication culinary in the digital era is no longer just serves as a promotional medium food, but has evolved into a means articulation culture, affection, and identity. Through the video “24 Hours of Street Food in Jakarta”, Marina Tasha builds strategy communication that combines personal narrative, multimodal approach, and practice glocalization language, which is effectively create resonance cross culture And generation. Casual delivery style However loaded meaning, selection diction sensory, as well as authentic visualization, showing that the power content is not just located on information, but rather on built experience in a way simultaneous through interaction between text, images, sound, and personal expression. Response netizen show the success of this model in building relation close parasocial, strengthening Power persuasion, and creating engagement active in digital space.

Based on these findings, it is recommended that creators content culinary and perpetrator communication digital marketing strengthens storytelling aspect, maintaining authenticity culture, and optimize a multimodal approach to creating content that is not only visually engaging, but Also touch in a way emotional And educational. Practice bilingual communication while maintaining term local proven to be a strategy effective in reaching global market without lost uniqueness identity national. In addition, it is important for creator to open room evaluative through column comments as a mechanism bait participatory feedback. By understanding the pattern participation and audience preferences in a way careful, communication Digital culinary can be a more inclusive, reflective, and diverse medium. empowered reach wide in the ecosystem global media culture.

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