

## Attraction of Culinary Tourism Destinations to Promote Sustainability Development During the Pandemic

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### ABSTRACT

Culinary tourism had the most extensive product portfolio and was one of the tourism sectors most affected by the pandemic in Indonesia. The website was a specific communication tool for promoting tourism. The study objective was to examine how the government's promotion of culinary tourism in official website content strengthens the sustainability of culinary tourism development during the pandemic. This study used qualitative content analysis on the official tourism promotion website of the Indonesian government, namely <https://www.indonesia.travel>. Two hundred twenty-four articles on the "Culinaries" and "Culinaries & Wellness" links were analyzed in seven data groups and 17 keywords. The placement and number of keyword analysis on the website found that tourism promotion had identified culinary resources but not enough to promote culinary as a tourist attraction. Business actors with small capital have not been promoted adequately, and promotion has not offered virtual culinary tour packages and online purchase messages sufficiently. It was concluded that the promotion of culinary tourism still required improvement to strengthen its sustainability during the pandemic. The government must promote culinary tourism by increasing the messages specifically for culinary tourism, information on culinary tourism attractions, business actors, local food, small-capital business actors, supporting online promotion, and integrating culinary tourism into other tours.



## INTRODUCTION

Culinary tourism is part of cultural tourism products, with a product portfolio of 60% (Ministry of Tourism, 2015, 2018). The pandemic influenced the culinary tourism sector (Ministry of Tourism and Creative Economy Republic of Indonesia, 2021: 28). The pandemic required a sufficient communication strategy to overcome the impact on the tourism sector (Subekti, 2022).

The government's promotion messages were essential for developing tourism (Amiruddin, 2020; Horng & Tsai, 2012; Rosmeli, Nurhayani, & Sari, 2020). The government's online promotion supported culinary tourism development and sustainability during and after the pandemic (Milwood & Crick, 2021; Sokolova, Seryshev, Livson, Baranova, & Zunde, 2021). Therefore, it is essential to analyze the content of the Indonesian government's culinary tourism promotion message because of its role in strengthening the sustainability of culinary tourism development during the pandemic.

### 1. The Government's Promotional Website as a Communication Tool

The government's communication through digital media was crucial for promoting Indonesian tourism during the pandemic (Subekti, 2022). E-marketing communication tools help prospective customers select the tourism products that meet their needs (Labanauskaitė, Fiore, & Stašys, 2020).

The website was a specific communication tool for promoting tourism (Conversano, Contu, & Mola, 2019; Narbona & Arasa, 2018). The website was a medium for tourism marketing communication (Atmaja, Wijaya, & Adiwijaya, 2020, December;

Sharma & Sahni, 2018).

The quality and quantity of messages on the website reflected the awareness that the government developed (Conversano, Contu, & Mola, 2019; Narbona & Arasa, 2018). The government's promotional website content reflects the government's focus on culinary tourism development (Yousaf & Xiucheng, 2018; Zhou & DeSantis, 2005).

Research on the Indonesian government's culinary tourism promotion message content during the pandemic was limited. Previous studies used content analysis of a government websites to examine how tourism destination promotion messages to analyzed food as a tourist attraction (Okumus, Okumus, & McKercher, 2007; Yousaf & Xiucheng, 2018; Mohamed et al., 2020), and the government's strategies in promoting food tourism (Horng & Tsai, 2012; Okumus, Okumus, & McKercher, 2007; Yousaf & Xiucheng, 2018).

### 2. Culinary Tourism Attractions

The Indonesian government used "culinary tourism" terminology in the official website's tourism promotion. The terminology has a theoretical impact on the form of tourism development. Culinary tourism refers to tourism in which visitors visit a food festival, food factory, plantation, local market, or culinary center as part of another excursion. It was different with gastronomy, cuisine, and gourmet that the food was the visitor's primary purpose for visiting. Culinary tourism means that food is an attraction in a destination (Hall & Sharples, 2003). The "culinary tourism" terminology denoted the message that the Indonesian government would develop culinary as a tourist attraction (Kušen, 2010, 2017).



The development of culinary tourism attractions involved paying attention to food as a tourism resource and building the image of a place as a culinary tourism destination (Ellis, Park, Kim, & Yeoman, 2018; Kušen, 2010, 2017). The culinary attractions were the food festival, food factory, plantation, local market, and culinary center (Hall & Sharples, 2003). Organizing food festivals has become a focus of studies on food tourism development (Vesci & Botti, 2019; Yang, Wong, Tan, & Wu, 2020). The culinary tourism resources were the food and culinary tourism business actors (Ellis et al., 2018; Kušen, 2010, 2017). Referring to the terminology used in the website, the culinary tourism promotion content analysis has to elaborate on the presence of culinary tourism as the tourist attractions, the presence of culinary tourism attractions, and the tourism resources identification as indicators of the promotion roles in building culinary as a tourist attraction.

### 3. Promotion of Culinary for Strengthening development sustainability during the pandemic

In sustainable culinary tourism attractions, the government's promotion action has to eliminate the gap in culinary resources and actors providing culinary service promotion messages (Horng & Tsai, 2012; Purnomo, 2021a). During the pandemic, an adequate online culinary tourism promotion supported the culinary business's survival (Dwityas, Briandana, & Aulia, 2020; Sulaiman, Derbani, & Adawiyah, 2020). It was concluded that the promotion message in the context of sustainable culinary tourism attractions during a pandemic has to eliminate the gap and strengthen the survivability of culinary business actors.

The government's promotion cannot

be separated from the government's role as a planner responsible for integrating the tourism development process into general development goals (Kušen, 2017). The Indonesian government's tourism development aims to overcome economic disparities (National Development Planning Agency, 2017: 53; Ministry of Tourism and Creative Economy Republic of Indonesia, 2020: 57). The economic disparities indicator was the Gini ratio. The national tourism development goals address the poor and the rich gap. It was concluded that the government's culinary tourism promotion eliminated the gap between culinary resources and actors when the promotion message indicated partiality to the poor or the small capital actors.

Culinary tourism business actors were restaurants (de Albuquerque Meneguel, Mundet, & Aulet, 2019; Bristow & Jenkins, 2018), street vendors (Handayani, Seraphin, Korstanje, & Pilato, 2019; Henderson, 2019; Jeaheng & Han, 2020; Pilato, Platania, & Séraphin, 2021), local producers in the community (Privitera, Nedelcu, & Nicula, 2018; Scheyvens & Laeis, 2019), food manufacturers (Stoffelen & Vanneste, 2016), and the farmers or fishers (Alonso, Kok, & O'Brien, 2018; Fountain, Cradock-Henry, Buelow, & Rennie, 2021). The large restaurant and factory businesses were the significant capital actors (Purnomo, 2020). The small capital actors were the street food vendors and local producers (farmers and fishers) (Alonso et al., 2018; Fountain et al., 2021; Purnomo, 2020). Tourism promotion has to address the small capital actors to eliminate the poor and rich gap in culinary tourism development (Purnomo, 2021a; Purnomo, 2021b). This study proposed that culinary tourism promotion messages



should favor small groups of investors, namely, street vendors, local producers, farmers, and fishers.

Local food information was a strong message for promoting culinary tourism (Lunchaprasith & Macleod, 2018). There were three reasons. First, local food is the preference of foreign and domestic visitors in Indonesia (Chan, Tresna, & Suryadipura, 2017; Hendijani, 2016; Komaladewi, Mulyana, & Jatnika, 2017; Wijaya, 2019; Wijaya, King, Morrison, & Nguyen, 2017). Second, local food can strengthen Indonesia's image as a culinary tourism destination. Local food is related to the local identity of a place (Chuang, 2009; Sims, 2009). Visitors experience a place's history, culture, locality, and authenticity through local food (Björk & Kauppinen-Räsänen, 2019; Hsu & Scott, 2020; Stone, Migacz, & Wolf, 2018). Third, the development of local food overcomes the gap because it can involve local communities and small-capital business actors as the main actors in culinary tourism (Kivela & Crotts, 2006; Purnomo, 2016a; Purnomo, 2020; Scheyvens & Laeis, 2019). In addition, the lack of local food development enforced significant capital dominance (Purnomo, 2021c; Purnomo, 2021d). Referring to these three things, the attention to local food in culinary tourism promotion supported the government's effort to overcome the gap.

Culinary tourism promotion strengthened the culinary businesses actors during the pandemic by offering virtual culinary tour packages, online purchases, and strengthening the image of locations and food for direct post-pandemic visits (Garibaldi & Pozzi, 2020; Ningsih & Kurniawan, 2020; Salonga & Borbon, 2021; Utama et al.,

2021). The virtual tour was sufficient to allow people to travel again after the pandemic (Irwan & Novianti, 2021). The message about virtual culinary tour packages, online purchases, and the image of locations and food for direct post-pandemic visits on the website were indicators of the survivability of culinary business actors during a pandemic.

The kind and the number of information on the promotion website indicated the government's focus on culinary tourism development. The information was the message in communication. The website as communication tools sent the government's messages (Conversano, Contu, & Mola, 2019; Narbon & Arasa, 2018; Yousaf & Xiucheng, 2018; Zhou & DeSantis, 2005).

This study examined government culinary tourism promotion messages to strengthen culinary tourism development sustainability during a pandemic. The research question was how the contents of the Indonesian government's culinary tourism promotion message meet the following elements: 1) develop culinary as a tourist attraction; 2) indicate a focus on small-capital culinary business actors; 3) strengthen culinary tourism during the pandemic.

## METHODOLOGY

This study used qualitative content analysis on the Indonesian government's official tourism promotion website, namely <https://www.indonesia.travel>. The website was managed officially by MTCE.

The qualitative approach to content analysis emphasizes the ability of researchers to read and interpret relatively small data content





(Stepchenkova, Kirilenko, & Morrison, 2009). Researchers did not use software because assessing the sustainability of the information required the researcher's qualitative analysis skills (Mehmetoglu & Dann, 2003). This approach was susceptible to researcher subjectivity. The conceptual references and the grouping data basis reduced the researcher's subjectivity (Mehmetoglu & Dann, 2003).

The analysis was done in two steps. First, arrange the conceptual references to determine research objectives, grouping, and coding information (Yousaf & Xiucheng, 2018). The data is grouped into seven categories. Each category has a definition and indicators.

Second, examine the messages in the form of text and images that appear visually on the website and classify text and images into data groups (Jenkins, 1999). This method was more manageable than reviewing the content of a promotional video because the display of text and images was fixed (Kong, LaVallee, Rams, Ramamurthi, & Krishnan-Sarin, 2019; Purnomo, 2016b). The website content analysis started with the contents of the messages on the home page and then to the next page to find the three research questions. The description of the existence of information has used the presence or absence of information (Yousaf & Xiucheng, 2018). This step was more straightforward than a complete content analysis because the researcher did not code, classify in detail and describe according to codes and groups (Kleinheksel, Rockich-Winston, Tawfik, & Wyatt, 2020).

The researcher categorized articles by selecting articles that use the 17 main keywords (Table 1). The researchers manually selected the presence of

restaurant names, food/beverage names, food producer names, or the other words related to the main keywords in table 1. The words "food", "drink", "delicious", "dining," and "coffee" were also added. The keyword selection referred to word variants in article titles and body. The previous research placed restaurants and dining experiences in culinary tourism study (de Albuquerque Meneguel et al., 2019; Bristow & Jenkins, 2018; Davies, Cretella, Edwards, & Marovelli, 2020; Vu, Li, Law, & Zhang, 2019). Coffee has become part of the study of food tourism (Chen, Huang, & Tham, 2021; Ifani, 2019; Leewellyn & Palupi, 2020; Wang, Chen, Su, & Morrison, 2019; Yudhari, Darwanto, Waluyati, & Mulyo, 2020).

In practice, the researcher examined the content of the promotion message through four steps: 1) search the link placement; 2) choose the link and articles; 3) count the presence of keywords in the title and body of the article; and then 4) elaborate on the content in the link. The placement of culinary links on the website denoted the culinary position of the website in promoting Indonesian tourism. The placement and number of keywords in the website indicated the government's attention to three categories of culinary tourism development.

The researcher checked the contents of the links on the website three times for confirmation, on September 30, 2021, October 31, 2021, and the final confirmation on November 8, 2021. The data processing results in this article were the results of the final confirmation on November 8, 2021.

The research limitation was that the researcher did not confirm the data through interviews with the website managers. The content analysis did only on the website's appearance because the



promotion was the final information for website visitors. Promotional design should not cause multiple interpretations to be compelling as a marketing medium (Kartajaya, Kotler, & Setiawan, 2017).

Table 1. Data Groups, Definition, and Indicators

No	Data group of Messages	Definition and Indicators of Messages
1	Promoting culinary as a tourist attractions	The presence of culinary as a link on the website ● “Culinary” or “Culinaries.”
2	Promoting culinary tourism attractions	The presence of culinary tourism attractions: ● Food festival event ● Food factory ● Plantation ● Local market ● Culinary center
3	Promoting the culinary tourism resources	The presence of tourism resources: ● Types of food ● Culinary tourism business actors
4	Promoting local food and the sellers	The presence of local food: ● Types of local food ● Local food seller
6	Promoting small-capital culinary business actors	The presence of small-capital business actors: ● Street vendors ● Local producers ● Farmer ● Fishers
7	Strengthening the sustainability of culinary tourism during the pandemic	● Offering virtual culinary tour packages ● Online purchases ● Strengthening the image of locations and food for direct visits after the pandemic

*Source: Adapted from the previous studies (2022)*



## RESULTS AND DISCUSSIONS

### 1. Promotion to Build Culinary as a Tourist Attraction

Culinary tourism promotion messages are written as culinary links in the "What to See" link in the "Attractions" section, the "What to Do" link in the "5 Wonders" section, and the "Go Explore" link. When opening "What to See" in the "Attractions" section, website visitors found the link "The best attractions in the country" then the "five tourist attractions in Indonesia," namely "Culture & Beliefs," "Art & Craft," "Culinaries," "History," and "Flora & Fauna." The culinary tourism link indicates that culinary was the tourist attraction.

The "5 Wonders" link contained the "Explore the unique culture and heritage in Indonesia," and the "five most exciting things in Indonesia" link. The "five most exciting things in Indonesia" contained the "Nature & Wildlife," "Culinary & Wellness," "Art, Culture & Heritage," "Recreation and Leisure," and "Adventure" links.

The Ministry of Tourism put culinary tourism with spas under Culinary & Spa tourism (Ministry of Tourism, 2015: 55). The link "Culinary & Wellness" includes an element of "Wellness ." The link "Culinary & Wellness" was related to the policy.

The link "Go Explore" did not contain specific information. It only presents a selection of information to learn more about Indonesia's tourism.

The website promotional content analysis focused on two links that contain the word culinary directly, namely the link "Culinaries" and "Culinary & Wellness." The "Culinaries" link contained 51 articles, and the "Culinary & Wellness" link contained 173 articles. Nine articles in the "Culinary & Wellness" link have no information.

Six articles in "Culinaries" link and 56 in the "Culinary & Wellness" link did not contain culinary tourism keywords. Seven articles in the "Culinary & Wellness" link provided specific spa information. The absence of culinary information in "Culinaries" and "Culinary & Wellness" links generally resulted in tourism information articles. The article samples in the "Culinary & Wellness" link were "Spark Your Creativity with These 5 Traveling Ideas," "Indonesia Beyond Bali," and "Halo Sultra 2018: Introducing the Splendors of Southeast Sulawesi." The article samples in the "Culinary & Wellness" link were "Bintan Lagoon, One-Stop Luxurious Getaway Destination," "Seminyak," and "Romantic Jimbaran Beach." The articles had the potential to inform culinary attraction. The other tour package included culinary experiences as a tourist attraction (Ellis et al., 2018; Hall & Sharples, 2003). The absence of culinary information in the "Culinaries" and "Culinary & Wellness" links denotes that MTCE needs to improve its culinary information presentation capacity.

70.6% of the article's title in the "Culinaries" link directly mentions the keywords. Culinary tourism attractions such as food festivals, food factories, plantations, local markets, and culinary centers were 25,49% of articles. Food festivals in articles are described in general. There was no information about food factories and local markets. The culinary center information did not put place names and food types. The presence of the culinary centers that mention the place name and the type of food was in [www.kemendparekraf.go.id](http://www.kemendparekraf.go.id) (Ministry of Tourism and Creative Economy Republic of Indonesia, 2021, March 8).

Table 2. Data Categories Based on Amount of Information (**Message**) and Percentage



Data Category	Amount of Information Presence			Percentage		
	1*	2*	3*	1*	2*	3*
Culinary in title	36	71	107	70,6	41,0	47,8
Culinary attractions	13	17	30	25,5	9,8	13,4
Food types	42	94	136	82,4	54,3	60,7
Origin of food	40	81	121	78,4	46,8	54,8
Business actors	20	64	84	39,2	37	37,5
Local food	32	69	101	62,8	39,9	45,1
Small-scale capital actors	4	19	23	7,8	11	10,3
Number of articles	51	173	224			

\*1 = link "Culinaries"; 2 = link "Culinary & Wellness"; 3 = total

Source: *Website Indonesia travel (2021)*

The food types and the place of origin of the food messages were found in 82,35% and 78,43% of articles. The presence of the type of food and the origin denoted that there has been an effort to identify culinary tourism resources (Kušen, 2010, 2017). Therefore, the presence of business actors was only in 20 articles.

The mention of business actors was an essential part of the formation of the tourist

attraction's message because the development of culinary tourism attractions involves business actors (Ellis et al., 2018). However, mentioning business actors in several articles seems to be a special promotion for a restaurant. It denoted that the government's focus was the restaurant (adapted to (Conversano, Contu, & Mola, 2019; Narbon & Arasa, 2018).

Figure 1. The Article Sample on the "Culinaries" Link



Source: *Website Indonesia travel (2021)*

There were 173 articles on the link "Culinary & Wellness." 41,04% of article titles mentioned culinary keywords. This number was less than the presence of the type of food (54,34%), the food's origin place (46,82%), business actors (36,99%), and local food (39,88%). The data denoted that identifying culinary resources has

received more attention than the efforts to introduce culinary as a culinary attraction.

The number of keywords in each indicator in "Culinaries" was higher than in the "Culinary & Wellness" except in the small-scale capital actors category. The focus on culinary in the "Culinaries" link was higher than in the "Culinary & Wellness" link. The article quantity did not





denote the culinary and spa information quantity. The "wellness" or spa tour was only in seven articles (04,05%). The article number in the "Culinary & Wellness" link contributed 32,37% of articles that did not contain culinary and wellness information.

The food type had the highest percentage of information presented in the two links (60,71%). The culinary attraction's informational presence was only in 13.4% of articles. The other categories were under 50%.

Placement of culinary in the link "attraction" denoted the suitability of promotion using the term culinary tourism (Hall & Sharples, 2003). Government website promotion has placed culinary tourism as one of the attractions in Indonesian tourism. Article promotions in the two links referred more to the type of food and the origin. The government's efforts to identify culinary resources have existed but still need improvement to develop culinary tourist attractions. The presence of the other keywords was less than 50%. The culinary information was absent in articles that were generally promoting tourism. It was not related to the culinary tourist attractions as part of another excursion. The information about culinary attractions was insufficient to support the culinary as the most significant product portfolio. Inadequate information will weaken the establishment of tourist attractions and destinations (Conversano, Contu, & Mola, 2019; Narbon & Arasa, 2018; Yousaf & Xiucheng, 2018; Zhou & DeSantis, 2005).

## 2. Promotion in Promoting Small Capital Culinary Business Actors

The presence of small-capital culinary business actors was the smallest percentage. The 7.8% of articles in the "Culinaries" link mention street vendors, local communities, farmers, and fishers. The number of articles that were written about small-capital

business actors was only 11% on the "Culinary & Wellness" link.

The government's attention on the local food in 45,09% of articles was unrelated to the small-capital business actor's information. Some local food-related food sellers have small capital, especially street vendors (Purnomo, 2016a; 2022). The mention of the legendary local food seller was a form of government concern that local food related to the seller (Purnomo, 2020). On the other side, street food and street vendors have become part of culinary tourism studies (Handayani et al., 2019; Henderson, 2019; Jeaheng & Han, 2020; Pilato et al., 2021). Therefore, the number of local food information on the website did not encourage attention to the street food vendors. The small-capital culinary business actors were not the government's focus (Yousaf & Xiucheng, 2018; Zhou & DeSantis, 2005).

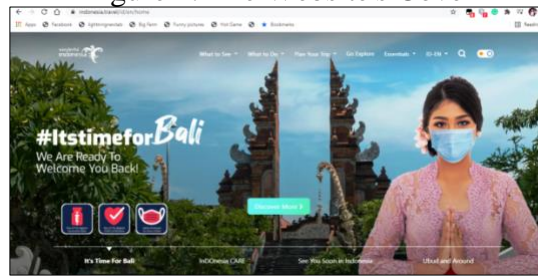
The content of culinary tourism promotions needs improvement in term of supporting small-capital culinary business actors. The small capital actors need attention to reduce societal inequality, especially during the pandemic. Promotions can help small-capital businesses affected by the pandemic (Ningsih & Kurniawan, 2020; Sulaiman et al., 2020). The involvement of small-capital business actors in tourism can increase family income (Purnomo, 2016a).

## 3. Promotion to Strengthening the Culinary Tourism Sustainability During Pandemic

The website's home page <https://www.indonesia.travel> denoted an invitation to return to Bali. Photos of women dressed in Balinese clothes and wearing masks, symbols of health protocols, and the hashtag #itstimeforBali welcome website visitors. The emphasis on direct visits can be seen in the sentence "We Are Ready to Wellcome You Back" under the hashtag #itstimeforBali.



Figure 2. The Website's Cover



Source: Website Indonesia travel (2021)

The three links at the bottom of the cover were "its time for Bali," "InDOnesia CARE," "see you soon in Indonesia," and "Ubud and Around." When opening the link "its time for Bali," the large font "Get to Know the Newest Updates on Bali Reopening" greeted visitors. The message was, "prepare yourself to come to Bali soon." The link "see you soon in Indonesia" indicated a direct invitation to come to Indonesia. This message becomes clearer when opening the contents of the link. Three links and eight of the ten articles on the "see you soon in Indonesia" link contain guidelines for visiting Indonesia during the pandemic. Still, on the same page, there was a promotional video for Labuan Bajo, Borobudur, Mandalika, Likupang, and Lake Toba (in the video sequence, November 8, 2021). Other information on the front page was "destination highlight," "travel inspiration," "what they say," and "travel guide." The title and the content of the front page link denoted an invitation to visit Indonesia.

The government's attention to the pandemic was on the "InDOnesia CARE" link. The "InDOnesia CARE" link contains information related to the readiness of the Indonesian government to organize tourism and inter-regional and inter-country travel policies that apply in Indonesia during the pandemic. The explanatory text in the link "InDOnesia CARE" indicated that the link "InDOnesia CARE" was an abbreviation of the word "I DO CARE." The explanatory

text said the word "I DO CARE" symbolized the Indonesian government's vigorous efforts through the Ministry of Tourism and Creative Economics in implementing the pandemic protocol's health, hygiene, security, and sustainability.

The "InDOnesia CARE" link contains more information about direct visits. The articles on the front page of the link were: 1) the care-protect application; 2) domestic and international travel policies; 3) policies for managing visas and residence permits; 4) health protocols when traveling; 5) the readiness of tourism organizers and the public in receiving guests; 6) guidelines for organizing tourism businesses; 7) contact information; 8) Twitter @indtravel; 9) several names of tourist destinations in Indonesia. Thus, when a visitor clicks on the "InDOnesia CARE" link, five articles appear the readiness of the Indonesian government to welcome tourists, guidelines for travel during a pandemic, a schedule for implementing protocols, and provisions for health protocols during a pandemic in Indonesia. All of this information is related to direct visits.

The information on the "InDOnesia CARE" link is not up-to-date enough. Information entitled "Here Are the Newest Regulations regarding Domestic Travel in Indonesia" dated August 31, 2021. This article has not been updated until November 8, 2021. The rapid antigen test was still valid because of the researcher's experience traveling from Jakarta to Malang on



September 12-15, 2021. The article "The Implementation of Health Protocol for the Tourism Sector During the Transition Period" only contains a schedule for implementing the health protocol until July 2, 2020. The article was published on August 31, 2021. Government policies during the pandemic often change, requiring certainty and updated information on government websites.

The information contained in the "InDOnesia CARE" link also contains false information. One of the articles entitled "Minister of Tourism and Creative Economy Encourages Tourism Stakeholders to Implement Strict Health Protocol to Welcome the 'New Normal,'" published on August 31, 2021, contains the name Wisnutama Kusubandio as minister of MTCE RI. MTCE RI underwent a ministerial change in December 2020 to Sandiaga Salahuddin Uno. This article was still available as of November 8, 2021. Misinformation in state-owned media can undermine confidence in other information.

The "InDOnesia CARE" link contains information on culinary tourism in the form of Protocols for Cleanliness, Health, Safety, and Environmental in a restaurant handbook. The protocol improves direct visits and food delivery services (Ministry of Tourism and Creative Economy Republic of Indonesia, 2020). Delivery services emphasize services within and between cities that are not yet international (Ministry of Tourism and Creative Economy Republic of Indonesia, 2020: 20-29). In addition, there was no other information related to culinary tourism on the link "InDOnesia CARE." Eight articles on the "Culinaries" and "Culinary & Wellness" links contain information about travel during a pandemic. The article's title were "9 Best Videos to Keep You Inspired while Staying Home," "6 Indonesian Herbal Drinks to Boost Your Immune System," "10

Recommendations for #BeliKreatifLokal Snacks to Enjoy at Home," "Bumbu Magazine, 2nd Edition: Food Sufficiency & Sustainability in Indonesia," and "Bumbu Magazine: A Closer Look at the Indonesian Culinary." The first three articles were listed twice in the "Culinaries" and "Culinary & Wellness" links. The number of articles was only 3.4% of the articles in the two links. It was concluded that support for virtual tourism in culinary tourism was still under-promoted.

In general, the tourism promotion message has not comprehensively strengthened the sustainability of culinary tourism development during the pandemic. Tourism promotion on the website, in general, has strengthened the image of the location for direct post-pandemic visits but is not yet strong enough to offer virtual culinary tour packages and online purchases. The number of information for promoting business sustainability during the pandemic was insufficient to encourage online purchases. Therefore, the promotion was not enough to build the sustainability of culinary tourism during the pandemic (Garibaldi & Pozzi, 2020; Ningsih & Kurniawan, 2020; Salonga & Borbon, 2021; Utama et al., 2021). The number of messages was not given robust promotion (Conversano, Contu, & Mola, 2019; Narbon & Arasa, 2018; Yousaf & Xiucheng, 2018; Zhou & DeSantis, 2005).

## CONCLUSION

Content analysis of the Indonesian government's promotional message on the official tourism promotion website indicated that the promotion had not supported the sustainability of tourism development during the pandemic. During the pandemic, promotional messages were not strong enough to offer virtual culinary tour packages and online purchases. Culinary tourism promotions during the pandemic



were not on the front page and were only available in 3.4% of the number of articles on the two link for culinary promotion

The promotion message was inadequate for establishing culinary as a unique tourist attraction. Culinary was put as a special link on the website, but the particular culinary article title number was less than 50%. Culinary was not a part of some general tourism articles. The government put culinary separated from the tourism destination message. The government has identified culinary resources but has not communicated enough about culinary tourist attractions and business actors. The government has placed messages about local food, its sellers, and the origin of the food. Therefore, the government has recognized local food as one of the attractions in culinary tourism. However, there was less attention to culinary tourism business actors selling local food than other culinary business actors. The content of the promotion message has not paid much attention to small-capital business actors. The number of articles containing small capital business actors' messages was the least among other data categories. The potential of culinary tourism to overcome the gap has not been the government's focus.

This research contributes methodologically to analyzing the website's promotional message content, which requires an overall analysis of the website and the link between information placement and message content. The form of data required skills for determining data category indicators by adjusting to the use of concepts in the article. Standard coding was likely to miss detailed information in each article.

This research also provides practical input for the government in building promotion messages that support the sustainability of culinary tourism development during a pandemic in building culinary tourism attractions and alleviating

economic inequality. This research suggested that the government strengthen the message about culinary attraction in the article title and body, put more information about small-capital business actors, and put culinary information in the general tourism article.

#### **CREDIT AUTHORSHIP**

#### **CONTRIBUTION STATEMENT**

The author did an independent conceptual draft, methodology, data curation, draft compilation, investigation, reviewing, and editing. Neither party was supervising the researcher.

#### **DECLARATION OF COMPETING INTEREST**

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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