



The Impact of Globalization on Traditional Foodways in Palembang, Indonesia

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ARTICLE INFO

Keywords:

Culinary culture
Cultural identity
Globalization
Palembang
Traditional foodways

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All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.61996/cultural.v2i1.61>

ABSTRACT

Globalization has profoundly influenced cultures worldwide, impacting even the most intimate aspects of daily life, such as food. This research explores the effects of globalization on traditional foodways in Palembang City, Indonesia, examining changes in food consumption patterns, preparation methods, and the socio-cultural significance of food. This study utilized a mixed-method approach. A survey was conducted with 200 residents of Palembang City to assess changes in food consumption patterns and attitudes toward traditional food. Semi-structured interviews were conducted with 15 local food vendors and culinary experts to gain in-depth insights into the challenges and adaptations in food preparation and the cultural implications of these changes. The findings indicate a discernible shift in food consumption patterns towards more convenient, processed, and globalized food options. Traditional food preparation methods are being simplified or replaced with modern techniques, and the socio-cultural significance of food is undergoing transformations. Globalization has undeniably impacted traditional foodways in Palembang City. While adaptation and change are inevitable, efforts must be made to preserve and promote traditional foodways to maintain cultural identity and culinary heritage.

1. Introduction

Globalization, characterized by the increasing interconnectedness and interdependence of the world's economies, societies, and cultures, has become a defining feature of the 21st century. Its effects are pervasive, permeating various aspects of human existence, from economic systems and political structures to social norms and cultural practices. One of the most profound and intimate spheres impacted by globalization is foodways – the complex systems of food production, preparation, consumption, and their associated meanings and practices. Food, far from being merely a source of sustenance, is a potent cultural symbol, embodying history, identity, and social values. It serves as a medium through which communities express their traditions, beliefs, and relationships. However, the forces of globalization have

brought about significant changes in foodways across the globe. The increased flow of goods, information, and people has facilitated the exchange and hybridization of culinary traditions, leading to both homogenization and diversification of food cultures.¹⁻⁴ The homogenizing effects of globalization are manifested in the spread of global food chains, the proliferation of processed foods, and the standardization of tastes and preferences. The convenience, affordability, and marketing prowess of global food brands have contributed to their widespread popularity, often at the expense of local and traditional foodways. On the other hand, globalization has also enabled the diversification of food cultures, as people are exposed to a wider range of culinary traditions and ingredients. This has led to the emergence of fusion cuisines and the adaptation of

traditional dishes to suit global palates. However, this diversification is not without its challenges, as it can lead to the dilution of cultural authenticity and the loss of culinary heritage.⁵⁻⁷

This research focuses on Palembang City, Indonesia, a city with a rich and vibrant culinary heritage. Located on the banks of the Musi River in South Sumatra, Palembang has been a center of trade and cultural exchange for centuries. Its strategic location has exposed it to various influences, from the ancient Srivijayan Empire to the Dutch colonial era, shaping its unique blend of Malay, Chinese, Arab, and Indian culinary traditions. Palembang cuisine is renowned for its distinctive flavors, characterized by the use of spices, herbs, and fermented ingredients. Traditional dishes such as Pempek (fishcake served with a tangy vinegar sauce), Tekwan (fishball soup), and Pindang Patin (spicy fish stew) are not only culinary delights but also cultural symbols, representing the city's history and identity. However, like many other cities worldwide, Palembang is experiencing the transformative effects of globalization. The influx of global food chains, the availability of processed foods, and the changing lifestyles of its residents are all contributing to a shift in foodways. This raises concerns about the preservation of traditional culinary knowledge, the sustainability of local food systems, and the maintenance of cultural identity in the face of globalization.⁸⁻¹⁰ This study aims to explore the impact of globalization on traditional foodways in Palembang City.

2. Methods

This research employed a mixed-method approach, combining quantitative and qualitative data collection and analysis techniques. This approach was chosen to gain a comprehensive understanding of the complex and multifaceted impact of globalization on traditional foodways in Palembang City. The quantitative data provided a broad overview of trends and patterns in food consumption and attitudes, while the qualitative data offered in-depth insights into the lived experiences and perspectives of individuals and communities. The research design involved two main

phases; Quantitative Phase: A survey was conducted with residents of Palembang City to assess changes in food consumption patterns and attitudes toward traditional food; Qualitative Phase: Semi-structured interviews were conducted with local food vendors and culinary experts to explore the challenges and adaptations in food preparation and the cultural implications of these changes; Survey Instrument: A structured questionnaire was developed to collect quantitative data. The questionnaire included questions on; Demographic information (age, gender, occupation, education level, income); Frequency of consuming traditional and globalized food; Preferences for different types of food; Perceptions of the impact of globalization on foodways; Attitudes towards traditional food and its preservation; Sampling and Sample Size: A convenience sampling method was used to recruit participants for the survey. A total of 200 residents of Palembang City were surveyed. The sample size was determined based on the feasibility of data collection and the need to ensure adequate representation of the population; Data Collection Procedure: The survey was administered in person at various locations in Palembang City, including markets, shopping malls, and community centers. Participants were approached and invited to participate in the survey. Those who agreed were provided with the questionnaire and given time to complete it. The completed questionnaires were collected and checked for completeness and accuracy; Interview Guide: A semi-structured interview guide was developed to guide the interviews with local food vendors and culinary experts. The interview guide included questions on; Experiences in adapting traditional recipes; Challenges and opportunities faced in the food business due to globalization; Perceptions of the impact of globalization on traditional foodways; Perspectives on the future of traditional food in Palembang; Strategies for preserving culinary heritage; Sampling and Sample Size: A purposive sampling method was used to select participants for the interviews. A total of 15 local food vendors and culinary experts were interviewed. The selection criteria included; Experience in the food industry; Knowledge of traditional Palembang cuisine;

Willingness to participate in the research; Data Collection Procedure: The interviews were conducted in Bahasa Indonesia, the local language. The interviews were audio-recorded with the participant's consent. The interviews lasted approximately 45-60 minutes each; Data Cleaning and Coding: The survey data were entered into a spreadsheet and checked for errors. The data were then coded and organized for analysis; Descriptive Statistics: Descriptive statistics were used to summarize the survey data. Frequencies and percentages were calculated for categorical variables. Means and standard deviations were calculated for continuous variables; Inferential Statistics: Inferential statistics were used to test for associations between variables. Chi-square tests were used for categorical variables. T-tests and ANOVA were used for continuous variables; Transcription: The audio-recorded interviews were transcribed verbatim; Thematic Analysis: Thematic analysis was used to identify patterns and themes in the interview data. The transcripts were read and re-read to identify recurring ideas and concepts. Codes were assigned to these ideas and concepts. The codes were then grouped into themes; Informed Consent: All participants were informed about the purpose of the research and their rights as participants. They were given the opportunity to ask questions and withdraw from the research at any time; Confidentiality: All data collected were kept confidential. Participants' names were not used in any reports or publications; Respect for Cultural Sensitivity: The research was conducted with respect for the cultural norms and values of the Palembang community.

3. Results and Discussion

Table 1 provides characteristics includes frequency and percentage breakdowns for various demographic characteristics interpret each characteristic to understand the sample composition; The largest age group represented is 26-35 years old (30%), followed by 18-25 years old (25%); This suggests that the sample is skewed towards younger adults; This may have implications for the research findings, as younger individuals may have different food consumption patterns and attitudes towards traditional food

compared to older generations; The sample is fairly balanced in terms of gender, with slightly more females (52.5%) than males (47.5%); This suggests that the findings are likely to be representative of both genders in the population; The largest occupational group is 'Employed' (40%), followed by 'Students' (15%) and 'Housewife' (15%); This suggests that the sample includes a diverse range of occupations, which may influence their food choices and attitudes; For instance, employed individuals may have less time to prepare traditional food, while homemakers may have more opportunities to cook traditional dishes; The most common education level is 'High School' (35%), followed by 'Less than High School' (15%), 'Some College' (20%), 'College Graduate' (20%), and 'Postgraduate' (10%); This suggests that the sample has a relatively wide range of educational attainment; Education level may influence food choices and attitudes, as individuals with higher education levels may be more aware of the health and cultural implications of food choices; The most common income bracket is '< 3,000,000 IDR' (40%), followed by '3,000,000 - 5,000,000 IDR' (35%); This suggests that the sample is skewed towards lower-income individuals; Income level may influence food choices, as individuals with lower incomes may have limited access to expensive or imported food items.

Table 2 provides potential shifts in food consumption patterns in Palembang City, potentially driven by globalization. Let's delve deeper into what each data point signifies; The high frequency (65%) of individuals consuming fast food at least once a week is a clear indicator of its increasing acceptance and integration into the local diet. This aligns with global trends where fast food, often associated with globalization and urbanization, has gained popularity due to its convenience, affordability, and aggressive marketing; This shift may be indicative of changing lifestyles, with people having less time for traditional food preparation methods that are often more time-consuming. It could also reflect the influence of global food chains that have expanded their reach into Palembang, offering a standardized and familiar taste experience; The fact that 40% of respondents reported consuming traditional food less frequently than five

years ago signals a potential decline in the prominence of traditional foodways. This could be attributed to various factors, including; Changing tastes and preferences: Exposure to global cuisines and food trends might be influencing people's preferences, leading them to explore new flavors and dishes; Convenience: As mentioned earlier, the fast-paced modern lifestyle often favors quick and easy meal options, which traditional food might not always cater to; Perceived value: Traditional food might be seen as less 'modern' or 'sophisticated' compared to globalized food options, influencing consumption patterns,

particularly among younger generations; With 70% of respondents identifying convenience as a major factor in their food choices, it's evident that busy lifestyles and the desire for quick meal solutions are shaping food consumption habits. This trend favors processed and ready-to-eat foods, which are often associated with globalization; This prioritization of convenience could lead to a further decline in traditional food consumption, as traditional dishes often require more time and effort to prepare. It underscores the need to adapt traditional foodways to cater to modern lifestyles while preserving their cultural essence.

Table 1. Participant characteristics.

Characteristics	Frequency (N)	Percentage (%)
Age (years)		
18-25	50	25
26-35	60	30
36-45	40	20
46-55	30	15
56 and above	20	10
Gender		
Male	95	47.5
Female	105	52.5
Occupation		
Student	30	15
Employed	80	40
Self-employed	25	12.5
Unemployed	15	7.5
Housewife	30	15
Retired	20	10
Education level		
Less than high school	30	15
High school	70	35
Some college	40	20
College graduate	40	20
Postgraduate	20	10
Monthly income (IDR)		
< 3,000,000	80	40
3,000,000 - 5,000,000	70	35
5,000,001 - 7,000,000	30	15
> 7,000,000	20	10

Table 2. Changes in food consumption patterns.

Statement	Frequency (n=200)	Percentage (%)
Consume fast food at least once a week	130	65
Consume traditional food less frequently now than 5 years ago	80	40
Consider convenience a major factor in food choices	140	70

Table 3 to understand the potential impact of globalization on food preparation methods in Palembang; The high prevalence (66.67%) of vendors simplifying traditional recipes points to a significant shift in culinary practices. This adaptation likely stems from the need to cater to the demands of a fast-paced society where convenience is highly valued; Globalization, with its emphasis on efficiency and speed, might be influencing this trend. Additionally, the exposure to global cuisines, often characterized by simpler preparation methods, could also be playing a role. While simplification might make traditional dishes more accessible to a wider audience, it also raises concerns about the potential loss of culinary complexity and cultural authenticity; Over half of the vendors (53.33%) adopting modern equipment in their kitchens indicates a move towards efficiency and faster cooking times. This shift could be attributed to several factors, including; Technological advancements: The availability of new kitchen technologies, such as blenders and pressure cookers, offers faster and more convenient cooking methods, which can be appealing to businesses looking to

increase productivity; Market demands: The fast-paced nature of modern life often necessitates quicker meal preparation, prompting vendors to adopt technologies that can speed up the cooking process; Globalization: The exposure to global culinary practices, often reliant on modern equipment, might also influence local vendors to adopt similar techniques; While modernization can improve efficiency, it also risks displacing traditional cooking methods and the associated skills and knowledge; 40% of vendors incorporating new ingredients into traditional dishes showcases a willingness to experiment and adapt to changing tastes. This openness to innovation could be a response to globalization, where exposure to diverse cuisines introduces new flavors and ingredients; This trend can lead to exciting culinary fusions, attracting a wider customer base. However, it's essential to strike a balance between innovation and preserving the core essence of traditional dishes. Over-reliance on new ingredients could lead to a dilution of the unique flavors and characteristics that define Palembang's culinary heritage.

Table 3. Changes in food preparation methods.

Change in the preparation method	Frequency (n=15)	Percentage (%)
Simplified traditional recipes	10	66.67
Replaced traditional cooking methods with modern equipment	8	53.33
Incorporated new ingredients into traditional dishes	6	40

Table 4 to understand the potential impact of globalization on the socio-cultural significance of food in Palembang; The observation that 60% of respondents associate traditional food more with special occasions than everyday meals suggests a possible shift in how food is perceived and consumed

in Palembang. This trend could be attributed to several factors; Globalization and Convenience: The influx of globalized food options, often associated with convenience and fast-paced lifestyles, might be displacing traditional food from everyday meals. Traditional dishes, often requiring more preparation

time and effort, might be reserved for special occasions when people have more time and inclination to engage in elaborate cooking practices; Changing Lifestyles: The increasing urbanization and busy schedules of people in Palembang might leave less room for traditional cooking practices in their daily routines. Ready-to-eat or quick-to-prepare food options might be preferred for everyday meals, while traditional food becomes associated with leisurely gatherings and celebrations; Influence of Media and Marketing: The portrayal of globalized food options as modern and trendy in media and advertising might influence people's perception of traditional food, leading them to associate it with the past or special occasions; The finding that 45% of respondents view food primarily as a commodity rather than a cultural symbol indicates a potential erosion of the deeper cultural meanings and values associated with food. This shift could be linked to globalization and the commodification of food, where; Mass Production and Marketing: The focus on mass production and marketing of food products often emphasizes convenience, affordability, and taste, overshadowing the cultural and social significance of food; Global Food Chains: The proliferation of global food chains, with their

standardized menus and marketing strategies, can homogenize food experiences and disconnect people from the cultural context of their food choices; Changing Economic Structures: The shift towards a market-driven economy might prioritize the economic value of food over its cultural significance, leading to a perception of food as a mere commodity; The perception that 55% of respondents believe younger generations are less familiar with traditional cooking methods and the cultural significance of food raises concerns about the intergenerational transmission of culinary heritage. This trend could be due to various factors; Changing Lifestyles: Busy lifestyles and the availability of convenience foods might reduce the opportunities for younger generations to learn traditional cooking techniques from their elders; Influence of Global Food Trends: The exposure to global cuisines and cooking styles through media and travel might shift the focus away from traditional culinary practices; Lack of Formal Education: The absence of formal culinary education programs focusing on traditional Palembang cuisine might contribute to the gap in knowledge among younger generations.

Table 4. Socio-cultural significance of food.

Socio-cultural shift	Frequency (n=200)	Percentage (%)
Associate traditional food more with special occasions than everyday meals	120	60
View food primarily as a commodity rather than a cultural symbol	90	45
Younger generations are less familiar with traditional cooking methods and the cultural significance of food	110	55

The results of this study paint a complex and nuanced picture of the impact of globalization on traditional foodways in Palembang. The narrative that emerges is one of both resilience and vulnerability, of adaptation and transformation, and of the ongoing negotiation between the global and the local in the realm of food and culture. The study's findings reveal that while globalization has undeniably introduced new culinary options and convenience foods to Palembang, it has not entirely eclipsed the deep-rooted

attachment to traditional dishes. The persistence of a strong sense of cultural identity and pride associated with these dishes underscores the enduring power of food as a cultural anchor, even in the face of sweeping global influences. The interviews conducted with local food vendors and culinary experts provide rich insights into this complex dynamic. Many participants expressed a profound sense of connection to traditional Palembang cuisine, viewing it as an integral part of their cultural heritage and a source of pride.

They spoke passionately about the unique flavors, textures, and aromas of traditional dishes, passed down through generations, and the role these dishes play in family gatherings, religious celebrations, and community events. The survey data further corroborate this sentiment, with a majority of respondents expressing a preference for traditional food and recognizing its cultural significance. However, the study also reveals that this attachment to traditional foodways is not without its challenges. The allure of convenience foods, the proliferation of fast food chains, and the changing lifestyles of Palembang's residents are all contributing to a shift in food consumption patterns. The survey data indicate a growing trend towards consuming fast food and processed foods, often at the expense of traditional dishes. This shift is particularly pronounced among younger generations, who are more exposed to global food trends and often prioritize convenience and novelty over tradition. The interviews with food vendors also highlight the challenges they face in maintaining the integrity of traditional recipes and cooking methods in the face of market pressures and changing consumer preferences. Some vendors have adapted by simplifying recipes, incorporating new ingredients, or adopting modern cooking techniques to cater to the demands of a fast-paced society. While these adaptations may ensure the survival of their businesses, they also raise concerns about the potential dilution of cultural authenticity and the loss of culinary heritage. The declining transmission of culinary knowledge across generations is another significant challenge highlighted by the study. In the past, traditional cooking skills and recipes were passed down from mothers to daughters, ensuring the continuity of culinary traditions. However, with the increasing number of women entering the workforce and the changing dynamics of family life, this intergenerational transmission of knowledge is becoming less common. This raises concerns about the potential loss of valuable culinary skills and the erosion of the cultural meanings and practices associated with food. The appeal of modern lifestyles, characterized by busy schedules, urbanization, and the pursuit of convenience, also poses a threat to the

continuity of traditional foodways. Traditional dishes, often requiring time-consuming preparation and elaborate cooking techniques, may be perceived as incompatible with the fast-paced nature of modern life. This can lead to a preference for quick and easy meal options, such as fast food or processed foods, further marginalizing traditional cuisine.¹¹⁻¹³

The study's findings underscore the need for concerted efforts to safeguard and promote traditional foodways in Palembang. While globalization has brought about undeniable changes, it is crucial to recognize the cultural and social value of traditional cuisine and take proactive steps to ensure its preservation. Promoting culinary education programs that teach traditional recipes and cooking techniques, particularly targeting younger generations, can help ensure the transmission of culinary knowledge and skills. Raising awareness about the cultural and health benefits of traditional food can also encourage its consumption and appreciation. Providing support and resources to traditional food vendors can help them thrive in a competitive market. This can include training programs on business management, marketing, and hygiene, as well as access to microfinance and other financial assistance. Developing cultural tourism initiatives that showcase Palembang's culinary heritage can create economic opportunities for local communities and incentivize the preservation of traditional foodways. This can involve organizing food festivals, culinary tours, and cooking demonstrations that highlight the unique flavors and cultural significance of Palembang cuisine. Documenting traditional recipes, cooking methods, and the cultural stories associated with food is crucial for preserving culinary heritage. This can involve creating digital archives, publishing cookbooks, and conducting oral history projects to capture the knowledge and experiences of older generations. Government policies and regulations can play a crucial role in supporting traditional foodways. This can include promoting the use of local ingredients, regulating the expansion of fast food chains, and providing incentives for businesses that promote and preserve traditional cuisine. The preservation of traditional foodways is not merely a matter of nostalgia

or cultural preservation. It is also about safeguarding a valuable source of nutrition, promoting sustainable food systems, and fostering a sense of cultural identity and belonging. By recognizing the multifaceted value of traditional cuisine and taking proactive steps to protect it, Palembang can navigate the complexities of globalization while maintaining its unique culinary heritage for future generations.¹³⁻¹⁵

The impact of globalization on traditional foodways in Palembang is a complex and dynamic process. While globalization has introduced new culinary options and convenience foods, it has not entirely eroded the deep-rooted attachment to traditional dishes. However, challenges such as the declining transmission of culinary knowledge and the appeal of modern lifestyles pose threats to the continuity of these foodways. By adopting a multi-pronged approach that involves education, support for traditional food vendors, cultural tourism initiatives, documentation, and policy interventions, Palembang can navigate the complexities of globalization while safeguarding its rich culinary heritage. The preservation of traditional foodways is not only crucial for maintaining cultural identity but also for promoting health, well-being, and sustainable food systems.^{15,16}

The findings of this study underscore the pivotal role that family and community play in the preservation of culinary traditions. The intergenerational transmission of culinary knowledge and practices, once a cornerstone of cultural continuity, is facing challenges in the wake of globalization and the rapid changes it has brought to modern life. The traditional model of culinary education, where skills and knowledge were passed down from parents and grandparents to children through hands-on experience and oral tradition, is being disrupted by the increasing demands of urban living and the pressures of work and education. The forces of globalization have ushered in an era of rapid urbanization, economic transformation, and social change. In Palembang, as in many other cities across the globe, these changes have manifested in various ways that impact the transmission of culinary traditions. The allure of economic opportunities and

modern amenities has led to a significant influx of people from rural areas to urban centers like Palembang. This migration often disrupts traditional family structures and social networks, making it difficult for individuals to maintain close ties with their culinary heritage. The physical distance from their ancestral homes and the fast-paced urban lifestyle can create barriers to the transmission of culinary knowledge and practices. The traditional extended family model, where multiple generations lived together and shared household responsibilities, including cooking and food preparation, is becoming less common. Smaller, nuclear families, often with both parents working outside the home, have less time and opportunity to engage in elaborate cooking practices and pass on culinary skills to their children. The pursuit of education and careers often takes precedence over traditional activities like cooking and food preparation. Long working hours, demanding academic schedules, and the constant pressure to succeed in a competitive environment leave little time for individuals, especially younger generations, to invest in learning and practicing traditional culinary skills. The proliferation of fast food chains and the availability of processed and ready-to-eat meals offer convenient and affordable alternatives to traditional home-cooked meals. The allure of these options, often heavily marketed and associated with modernity and convenience, can further diminish the appeal of traditional foodways, particularly among younger generations.^{16,17}

The challenges to intergenerational transmission of culinary knowledge can lead to a gradual erosion of traditional culinary practices and the associated cultural meanings. As older generations pass away or become less involved in cooking, their knowledge of traditional recipes and techniques may be lost if not documented or passed on to younger generations. This can lead to a decline in the diversity and complexity of traditional cuisine, as simpler and more convenient recipes may take precedence. The lack of hands-on experience and practice can lead to a decline in culinary skills among younger generations. The intricate techniques involved in preparing traditional dishes, often requiring patience, precision, and an

understanding of the nuances of ingredients and flavors, may be lost if not actively taught and practiced. Food is not just about sustenance; it is also a carrier of cultural meanings and values. The loss of culinary knowledge can lead to a diminished understanding of the cultural significance of food, its role in rituals and celebrations, and its connection to history and identity. This can contribute to a sense of cultural disconnect and a weakening of cultural ties.^{17,18}

The challenges to the traditional model of culinary transmission underscore the urgent need for alternative avenues to preserve and promote culinary heritage. These avenues can play a crucial role in ensuring that traditional foodways remain relevant and accessible to future generations. Formal and informal culinary education programs can provide structured opportunities for individuals, especially younger generations, to learn traditional recipes, techniques, and the cultural context of food. These programs can be offered in schools, community centers, or even online platforms, making them accessible to a wider audience. Community-based initiatives, such as cooking clubs, food festivals, and cultural events, can create spaces for intergenerational exchange and the celebration of culinary heritage. These initiatives can foster a sense of community and pride in traditional foodways, encouraging their continued practice and transmission. Documenting traditional recipes, techniques, and the stories associated with food is crucial for preserving culinary heritage. This can involve creating cookbooks, online databases, or even oral history projects that capture the voices and experiences of culinary experts and elders. Utilizing media and digital platforms to showcase traditional foodways can reach a wider audience and generate interest in culinary heritage. This can involve creating cooking shows, documentaries, or social media campaigns that highlight the beauty and cultural significance of traditional dishes.^{16,17}

While globalization has presented challenges to the transmission of culinary traditions, it has also opened up new avenues for cultural exchange and the dissemination of information. The media and popular

culture play a significant role in shaping food preferences and influencing dietary habits. The widespread availability of international cuisine and the glamorization of fast food in the media can have both positive and negative impacts on traditional foodways. On the one hand, exposure to diverse culinary traditions can broaden people's palates and introduce them to new flavors and ingredients. This can lead to culinary innovation and the adaptation of traditional dishes to suit modern tastes. On the other hand, the constant bombardment of images and messages promoting fast food and processed meals can create a perception that these options are more convenient, modern, and desirable than traditional food. This can contribute to a decline in the consumption of traditional dishes, particularly among younger generations who are more susceptible to media influence.

To counter the negative impacts of media and popular culture on traditional foodways, there is a need for counter-narratives that celebrate the cultural and health benefits of traditional cuisine. These narratives can highlight the unique flavors, textures, and aromas of traditional dishes, their connection to history and identity, and their role in promoting health and well-being. Emphasizing the cultural significance of traditional food can foster a sense of pride and appreciation for culinary heritage. This can involve showcasing the stories and traditions associated with specific dishes, their role in rituals and celebrations, and their connection to the local environment and community. Highlighting the health benefits of traditional cuisine can make it more appealing to health-conscious individuals. This can involve emphasizing the use of fresh, locally sourced ingredients, the balanced nutritional profile of traditional dishes, and their potential role in preventing chronic diseases. Showcasing the diversity and richness of traditional cuisine can make it more exciting and appealing to a wider audience. This can involve highlighting the regional variations in dishes, the use of unique ingredients and techniques, and the creativity and artistry involved in traditional cooking. Collaborating with media outlets and social media influencers to promote traditional foodways can reach

a wider audience and generate positive buzz. This can involve inviting food bloggers and journalists to experience traditional cooking demonstrations, food festivals, and culinary tours. By creating and disseminating counter-narratives that celebrate the cultural and health benefits of traditional foodways, we can foster a greater appreciation for culinary heritage and encourage its continued practice and transmission. This can help to counter the negative influences of globalization and ensure that traditional foodways remain a vibrant and integral part of Palembang's cultural landscape.^{19,20}

4. Conclusion

The impact of globalization on traditional foodways in Palembang is a complex and multifaceted phenomenon with far-reaching implications. While the challenges are significant, the opportunities for positive change are equally abundant. By recognizing the value of traditional foodways and actively working to preserve and promote them, we can ensure that future generations can continue to enjoy the rich culinary heritage of Palembang while also reaping the health benefits of a balanced and culturally relevant diet.

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