

UNDERSTANDING SOCIAL MEDIA DISCOURSES ON URBAN FARMING AND TRADITIONAL FOOD: A NETNOGRAPHIC APPROACH

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Abstract :

The growing popularity of urban farming and traditional food has been significantly influenced by social media, which serves as a platform for sharing knowledge and fostering discussions among enthusiasts and communities. Urban farming offers a solution to food security and environmental challenges in urban areas, while traditional food plays a crucial role in preserving cultural heritage and promoting local ingredients. However, the dynamics of how these topics are discussed and perceived on social media remain underexplored. This study aims to analyze social media discourses surrounding urban farming and traditional food through a netnographic approach, focusing on the interactions and narratives shared by users. The objectives of this research are to understand how social media users engage in discussions about urban farming and traditional food, identify the key themes that emerge in these conversations, and explore the role of online communities in shaping public perception of these practices. Data was collected from various social media platforms using netnography, which enables a detailed analysis of user-generated content and online interactions. The findings reveal that discussions on urban farming often center around sustainability, community engagement, and innovative practices, while traditional food is discussed in the context of cultural preservation, nostalgia, and health benefits. Online communities act as crucial agents in promoting awareness and providing a sense of belonging among those interested in these topics. The study also highlights the impact of social media influencers and content creators in amplifying these discussions and shaping trends. The conclusion suggests that social media plays a vital role in the promotion and popularization of urban farming and traditional food, offering both opportunities and challenges for advocates. It recommends that stakeholders, including policymakers and practitioners, leverage the power of social media to further promote sustainable urban practices and the cultural value of traditional food. Additionally, fostering collaborations with online influencers and content creators could enhance the visibility and reach of these initiatives, contributing to a broader societal impact.

Keywords : Urban Farming, Traditional Food, Social Media, Discourse, Netnography

INTRODUCTION

In recent years, urban farming has emerged as a significant global movement, driven by growing concerns about food security, environmental sustainability, and community resilience. This trend is particularly evident in densely populated urban areas, where limited access to fresh, locally sourced food has become a pressing issue. As a result, urban dwellers are increasingly turning to urban farming practices, such as rooftop gardens, community gardens, and vertical farming, to cultivate their own food. (Nicolin, 2019)

Concurrently, there has been a resurgence of interest in traditional food systems and culinary heritage. This renewed appreciation for traditional food has been fueled by a desire to connect with local cultures, support sustainable agriculture, and promote healthier diets. Social media platforms have played a crucial role in facilitating these trends, providing a space for individuals and communities to share knowledge, experiences, and recipes related to urban

farming and traditional food. (Joseph and Turner, 2020)

Social media platforms have revolutionized the way we access, share, and consume information. Platforms like Instagram, Facebook, and TikTok have become digital public spheres where individuals and communities can interact, share knowledge, and shape opinions about various issues, including food. In the context of urban farming and traditional food, social media acts as a catalyst in disseminating information, inspiring action, and building strong social networks. (Ortiz-ospina, 2019; Ausat, 2023; Ramavhale, et al., 2024)

Urban farming and traditional food, while seemingly distinct, are in fact complementary. Both emphasize the importance of sustainability, food sovereignty, and a close connection between humans and the natural world. By promoting urban farming, we can not only increase access to fresh and healthy food in urban areas but also revitalize traditional agricultural knowledge and practices that have existed for centuries.

A netnographic approach allows us to delve deeper into the complex and dynamic social worlds created on social media. By analyzing the content, interactions, and online communities related to urban farming and traditional food, we can gain a more nuanced understanding of the values, practices, and identities shaped by these discourses. This research will contribute to a deeper understanding of the social and cultural dimensions of urban farming and traditional food, as well as the role of digital technologies in shaping food systems and culinary cultures. (Ney, 2023)

The objectives of this research are to understand how social media users engage in discussions about urban farming and traditional food, identify the key themes that emerge in these conversations, and explore the role of online communities in shaping public perception of these practices. Data was collected from various social media platforms using netnography, which enables a detailed analysis of user-generated content and online interactions.

RESEARCH METHOD

The research method used was netnography. Netnography is a qualitative research method designed for the study of online communities and digital cultures. It originates from ethnography but adapts the methodology to the context of the internet. Netnography is particularly valuable for understanding social interactions, cultural phenomena, and behavioral patterns within virtual environments. Introduced by Robert Kozinets, netnography allows researchers to gather and analyze publicly available online data, including posts, comments, and user-generated content on platforms such as social media, forums, and blogs.

According to Kozinets (2015), netnography involves systematic observation, participation (when applicable), data collection, content analysis, and the interpretation of online interactions to draw insights into social and cultural dynamics. This method has become essential for exploring digital communication patterns, consumer behavior, and community-building in online spaces.

In the context of this research, netnography served as a method to explore

and analyze the conversations and discourses surrounding urban farming and traditional food as shared on social media platforms. This approach helped identify themes, sentiments, and social dynamics that emerge from user interactions, discussions, and content sharing about these topics. The use of netnography allowed for an in-depth understanding of how urban farming was perceived, promoted, and debated within digital communities and how it intersects with discussions on traditional food practices. The analysis was able to provide insights into public attitudes, support networks, challenges, and the cultural significance attributed to these practices, offering a comprehensive picture of the evolving discourse.

FINDINGS AND DISCUSSION

Understanding Urban Farming Discourse on Social Media

Urban farming is intricately connected to sustainability as it integrates agriculture into city landscapes, yielding significant environmental, social, and economic benefits. One of the primary contributions of urban farming to sustainability is the reduction of food miles, which lowers carbon emissions associated with transporting food over long distances, thereby decreasing fossil fuel consumption and bolstering local food systems (Mukherji & Morales, 2010). Additionally, urban farming maximizes the use of underutilized urban spaces such as rooftops, vacant lots, and community areas, ensuring optimal land use in densely populated areas. Techniques like vertical farming and hydroponics enhance resource efficiency, especially in terms of water and nutrient use (Despommier, 2011).

Urban farming also contributes to sustainability by promoting waste management through composting systems that recycle organic waste from households. This not only enriches soil health but also reduces pressure on waste management infrastructures (Grewal & Grewal, 2012). Furthermore, urban farms create green spaces that support biodiversity by attracting pollinators and beneficial organisms, while also aiding in climate regulation by absorbing carbon dioxide and mitigating the urban heat island effect (Bell & Morse, 2008). Socially, urban farming enhances food security by bringing food production closer to consumers, which is particularly beneficial in urban areas that suffer from limited access to fresh produce, known as food deserts. This promotes social equity by addressing disparities in food access (Sanye-Mengual et al., 2015). Overall, urban farming stands as a multifaceted approach to achieving sustainable urban development by addressing environmental challenges, fostering social inclusion, and supporting economic resilience.

Urban farming has become an increasingly popular topic in social media discourse, particularly on platforms like Instagram, where it is presented as a modern and community-driven movement that aligns with sustainable living. Social media has amplified the visibility of urban farming practices and has contributed to raising awareness about its multifaceted benefits. Instagram, with its visual-centric nature, plays a crucial role in showcasing urban farming initiatives through striking imagery of rooftop gardens, community farms, and

innovative indoor agriculture setups. This visual representation connects directly to sustainability by illustrating practical examples of how urban farming reduces food miles and promotes resource-efficient practices, making sustainability both relatable and aspirational.

Furthermore, Instagram serves as a platform for knowledge sharing, where users and influencers post content related to composting techniques, hydroponics, and the repurposing of urban spaces, echoing the point that urban farming makes efficient use of resources and supports waste management. Hashtags such as #UrbanFarming, #SustainableLiving, and #GrowYourOwnFood have become popular among eco-conscious communities, reinforcing the idea that urban farming contributes to environmental health and biodiversity. These digital narratives often highlight how urban agriculture helps to create green spaces, positively impacting local ecosystems by attracting pollinators and mitigating urban heat islands – points supported by studies such as Bell and Morse (2008).

Instagram also amplifies the social equity aspect of urban farming by featuring stories of community-based projects that tackle food insecurity in urban food deserts. Accounts dedicated to urban farming initiatives often share posts about distributing fresh produce to underprivileged neighborhoods, making the social benefits of these practices tangible. This aligns with the discourse on social sustainability, as illustrated by Sanye-Mengual et al. (2015), emphasizing that urban farming brings food production closer to those who need it most, thereby fostering community resilience and inclusivity.

Lastly, social media discussions about urban farming on Instagram reflect a broader trend toward promoting eco-conscious lifestyles and grassroots movements that drive change. The use of Instagram as a medium for showcasing urban farming allows these projects to gain momentum, attract funding, and inspire more urban dwellers to adopt sustainable practices. This virtual space complements academic discussions and real-world initiatives by creating an engaging and visual conversation around the topic, effectively bridging the gap between scholarly insights and practical applications.

The discourse surrounding urban farming on social media, particularly Instagram, can be understood through the lens of practice theory to illustrate how these practices are adopted and maintained in the context of sustainability. Urban farming, often promoted as a solution to urban environmental and social challenges, has gained significant traction on Instagram as a symbol of a sustainable and modern lifestyle. The visual appeal of Instagram allows for the rapid dissemination of urban farming practices through engaging photos and videos showcasing rooftop gardens, harvests, and step-by-step planting tutorials.

Practice theory, developed by scholars such as Pierre Bourdieu and Anthony Giddens, posits that social practices are shaped not just by individual actions but by the interactions between agents, social structures, and material contexts (Reckwitz, 2002). Instagram acts as a platform where individuals and communities share their urban farming practices, fostering a new habitus that

emphasizes sustainability and ecological awareness. This habitus reflects a set of dispositions and tendencies that lead individuals to engage in urban farming as part of their ecological identity (Bourdieu, 1977).

Instagram facilitates the spread of norms and habits related to urban farming through content such as tutorials, tips on plant care, and success stories from urban farming communities. According to practice theory, this process illustrates how social norms and sustainability values are instilled through digital interactions, expanding the practice into a more accepted and widespread behavior (Shove, Pantzar, & Watson, 2012).

Furthermore, Instagram reinforces the material components of practice theory, where the platform's technology enables users to upload, share, and consume urban farming content. This not only promotes the practice but also creates a structure that influences how urban farming is articulated and perceived. Giddens' concept of structuration highlights that structures (e.g., Instagram algorithms and hashtag trends) and agents (users) shape each other, fostering a dynamic where urban farming becomes more ingrained and widely recognized (Giddens, 1984).

Urban farming on Instagram also underscores broader meanings of sustainability. Posts often highlight the practice's benefits in reducing carbon footprints, improving local food access, and creating green spaces in dense urban areas (Mukherji & Morales, 2010; Grewal & Grewal, 2012). Consequently, urban farming is not just an agricultural practice but is framed as a representation of a lifestyle that aligns with modern sustainability principles.

In this context, practice theory provides a framework to understand how urban farming, as showcased on social media, evolves from an individual activity into a collective social practice influenced by shared knowledge, social norms, and technological mediation. Instagram's role is pivotal in shaping and reinforcing these practices, demonstrating that sustainability can be articulated and learned in interactive digital spaces.

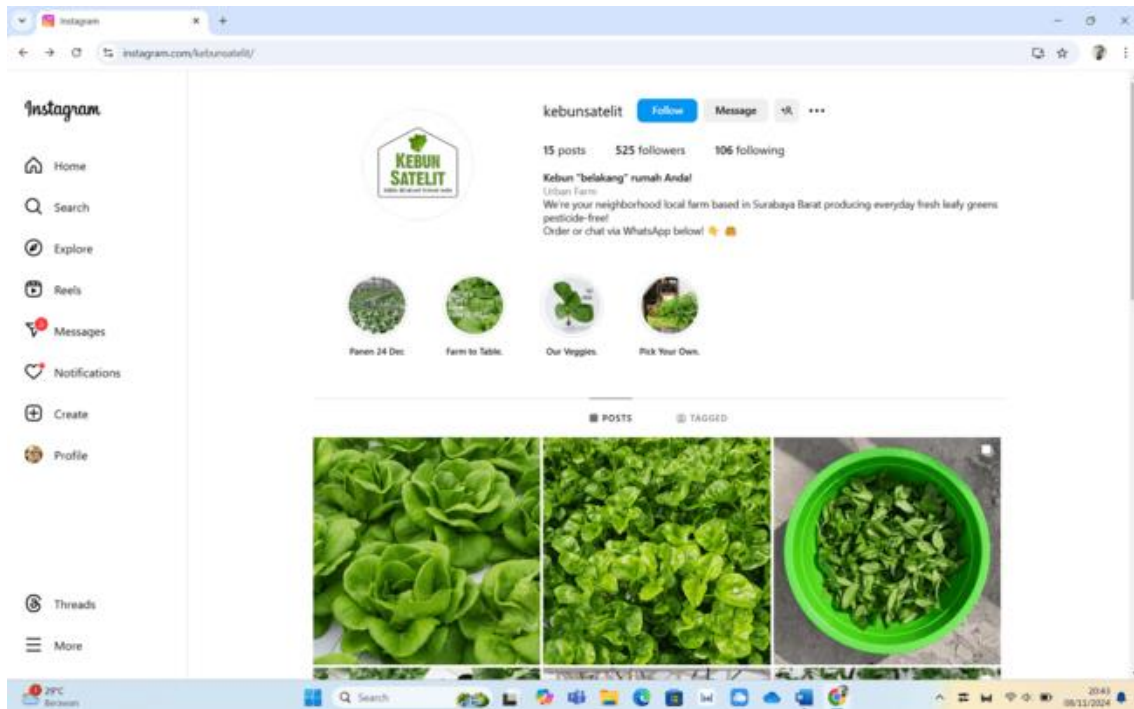


Figure 1. One of Instagram Accounts Promoting Urban Farming (Source: @kebunsatelit, 2024)



Figure 2. Instagram as Media for Sharing about the Urban Farming Choices (Source: @kinetic.farm, 2024)

The discourse on urban farming as presented on Instagram extends beyond sustainability and ecological awareness, fostering a broader narrative that highlights community engagement and innovative practices. Instagram serves as a powerful tool for community-building by creating a virtual space where urban

farmers, enthusiasts, and organizations can share experiences, advice, and stories. This form of digital interaction strengthens social bonds and encourages collective action toward sustainable urban living.

Instagram's platform enables users to showcase their urban farming efforts, which in turn stimulates community engagement by inspiring others to participate and collaborate. The use of hashtags like #UrbanFarmingCommunity or #GrowTogether amplifies this engagement, connecting users with similar interests and fostering a sense of belonging. Through visual storytelling, users can see and learn from community gardens, rooftop farms, and local urban agriculture initiatives, which promotes knowledge exchange and collective learning.

Community engagement facilitated by Instagram also extends to activism and outreach. Users often share stories that emphasize food justice and urban resilience, advocating for better access to fresh produce in underserved areas. This aligns with theories of social sustainability, where practices like urban farming contribute to building resilient communities by promoting shared goals and mutual support (Sanye-Mengual et al., 2015). By documenting their progress, struggles, and successes, urban farmers build trust and motivate more people to join in, strengthening community ties.

Instagram's visual and interactive format also drives innovation in urban farming practices. The platform allows for the rapid dissemination of new ideas and techniques, from vertical gardening and aquaponics to the use of recycled materials for plant beds. This exposure encourages individuals and groups to experiment with different methods, adapt solutions that fit their specific contexts, and share feedback on what works best.

Innovative practices often emerge from this networked exchange of information, where users integrate creative and sustainable approaches into their urban farming projects. For instance, short-form video content and carousel posts provide easy-to-follow guides on practices like hydroponics or composting, making complex techniques accessible to a wider audience. This democratization of knowledge fuels a culture of innovation and empowers users to implement sustainable farming practices regardless of space or resource limitations.

The digital environment of Instagram also enables collaborations between individuals, local businesses, and non-profits. Urban farming initiatives often partner with eco-conscious brands or community organizations to host workshops, distribute produce, or start educational programs. This collaborative aspect showcases how urban farming can leverage both social media and real-world partnerships to push forward sustainability agendas and strengthen local economies.

Connecting this with practice theory, Instagram not only mediates the adoption of urban farming practices but also acts as a catalyst for social learning and innovation. As agents, Instagram users collectively shape the structure of urban farming practices through their shared content and interactions. The platform's affordances—such as the ability to share user-generated content, provide real-time updates, and foster dialogue—create a dynamic environment

where practices are continuously adapted and reinvented.

According to Shove, Pantzar, and Watson (2012), practices evolve when elements such as materials, competences, and meanings come together. On Instagram, the materials are represented by images and videos, competences are shared through tutorials and collaborative discussions, and meanings are formed through the broader narrative of sustainability, community involvement, and innovation. This intersection allows urban farming to be more than a practice of growing food; it becomes a socially embedded activity that is influenced by and contributes to community resilience and creative problem-solving.

Instagram's role in urban farming discourse is multifaceted, enhancing community engagement through visual storytelling and promoting innovative practices by enabling easy access to shared knowledge and new techniques. This interactive, digital platform embodies how modern social practices can be shaped and sustained through continuous exchange and collaboration, aligning with practice theory by showing how social and material structures intertwine to evolve everyday practices.

Traditional Food on Social Media: Cultural Preservation, Nostalgia, and Health Benefit

The discourse around traditional food on social media touches on important themes of cultural preservation, nostalgia, and health benefits, making it a multifaceted topic that resonates with global audiences. Social media platforms such as Instagram, Facebook, and TikTok serve as digital arenas where traditional food is celebrated and shared, fostering an appreciation for heritage while emphasizing its relevance in the modern world.

Social media plays a significant role in preserving and promoting traditional food practices. Users from diverse cultural backgrounds share recipes, cooking methods, and stories that highlight the historical and social significance of their cuisine. This form of content helps to maintain and disseminate culinary knowledge that might otherwise be at risk of being forgotten, especially in the context of globalization and the fast-paced nature of modern life. According to research, digital platforms help communities maintain their cultural identity by creating a shared space for storytelling and knowledge transfer (Miklouho-Maclay & Tien, 2022).

Food bloggers, chefs, and home cooks use social media to document and teach traditional cooking practices, from how to prepare regional dishes to the origins and meaning behind them. This democratization of cultural knowledge reinforces cultural pride and intergenerational connections. In a study published in *Journal of Ethnic Foods*, researchers emphasized that social media's visual and interactive capabilities enhance the transmission of culinary traditions across geographic boundaries, contributing to cultural continuity (Kim & Chung, 2019).

Traditional food is often closely linked to personal and collective memories. The visual and sensory nature of social media content enables users to evoke a sense of nostalgia, reminding people of home, childhood, or familial gatherings. Posts that feature traditional dishes often accompany narratives that recount fond memories, which creates an emotional connection between the content

creator and the audience.

This nostalgic appeal has implications for community-building on social media, as users engage with content that reflects their shared experiences. The comments and interactions often include stories of similar memories or variations of recipes passed down through generations. Research has shown that nostalgia can foster a sense of well-being and emotional connection, contributing to the perceived value of traditional foods in maintaining a cultural bond (Sedikides & Wildschut, 2018).

In addition to cultural and emotional aspects, the health benefits of traditional food are a significant part of the conversation on social media. Many traditional cuisines are based on whole, natural ingredients and cooking methods that align with modern dietary recommendations. Influencers and health experts often highlight these benefits, framing traditional recipes as nutritious alternatives to processed food.

For example, traditional Mediterranean, Japanese, and Indian diets, which are rich in vegetables, legumes, spices, and healthy fats, are frequently promoted on social media for their positive impacts on health. This aligns with studies that indicate traditional diets can lower the risk of chronic diseases, such as heart disease and diabetes (Willett et al., 2019). Social media users often share tips on preparing these dishes in a way that retains their nutritional value, contributing to an increased awareness of how traditional food can be part of a balanced diet.

Health-focused hashtags and wellness trends have also popularized the resurgence of traditional ingredients, such as turmeric, kimchi, and ancient grains like quinoa and millet. These foods are presented not only as culturally significant but also as superfoods that can contribute to holistic well-being. A study in *Nutrients* journal highlighted that the revival of traditional dietary practices could promote both individual health and environmental sustainability by utilizing locally sourced and seasonal ingredients (Johnston, Fanzo, & Cogill, 2014).

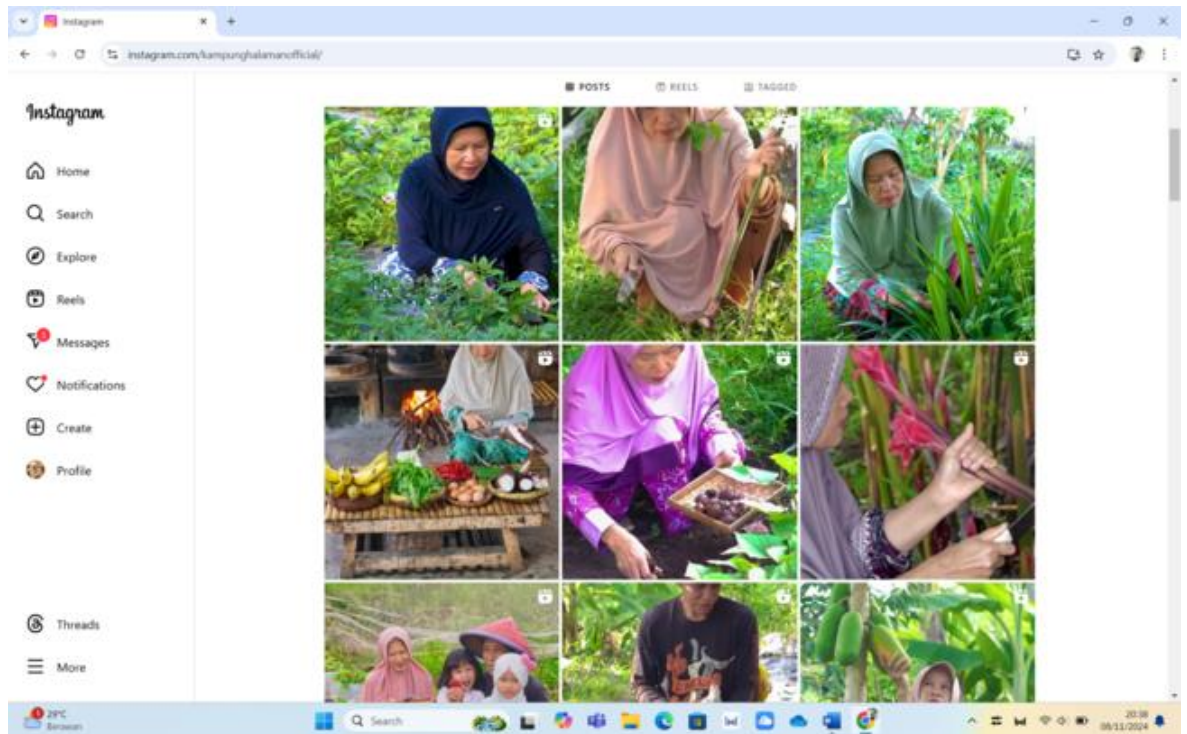


Figure 3. Instagram Account with Traditional Food Contents
(Source: @kampunghalamanofficial)

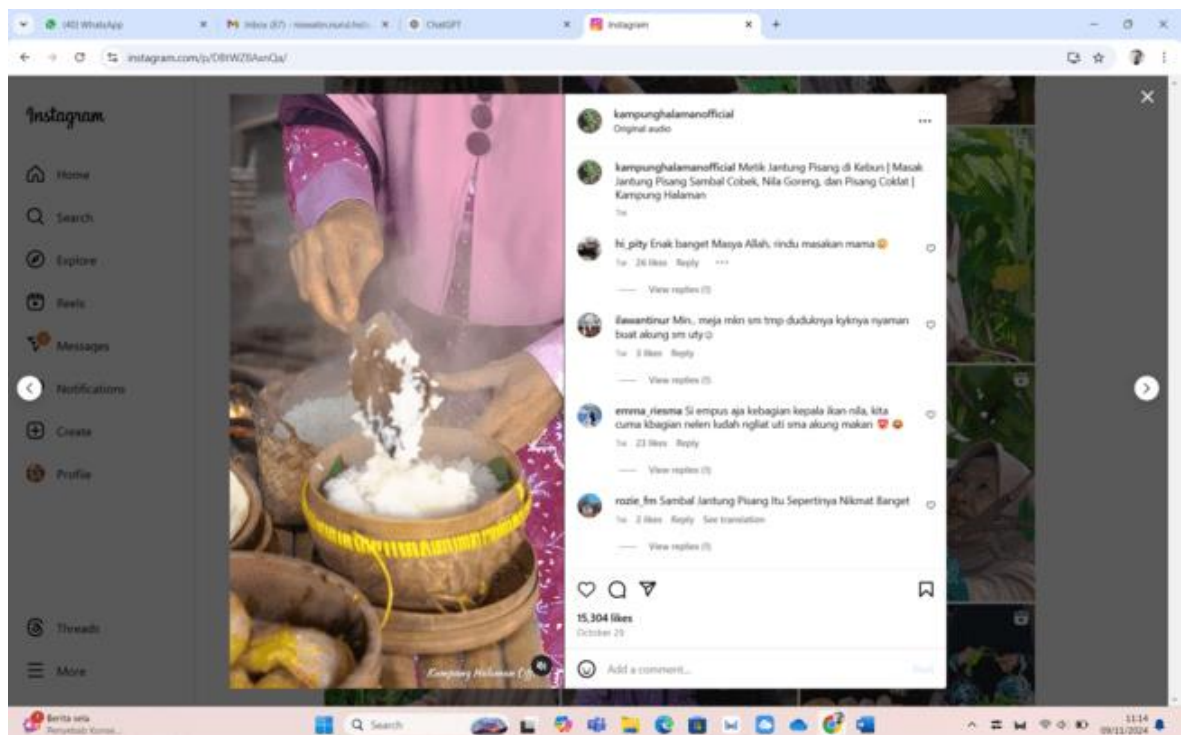


Figure 4. Instagram Account with Traditional Food Contents
(Source: @kampunghalamanofficial)



Figure 5. Instagram Account with Traditional Food Contents
(Source: @kampunghalamanofficial)

Within practice theory, the act of sharing and consuming traditional food content on social media can be seen as a practice that reinforces cultural identity and collective memory. The material elements—such as food images, recipes, and cooking demonstrations—are shared by agents (individuals or groups) who interact within the structured environment of social media platforms. These platforms shape and are shaped by the way traditional food practices are presented and received, creating a feedback loop that sustains the practice itself.

Bourdieu's concept of habitus helps explain how users on social media internalize and reproduce traditional food practices as part of their everyday digital behavior. The act of posting, liking, and engaging with traditional food content becomes a routine that perpetuates these cultural practices, embedding them into modern digital life. The continuity of these practices ensures that cultural preservation extends beyond local or familial spaces into the global digital realm (Bourdieu, 1977).

Nostalgia, as expressed through traditional food posts, functions as a powerful driver for engagement and social bonding. According to *practice theory*, practices are made up of not only materials and actions but also meanings. The emotional and nostalgic meanings attached to traditional foods are shared and reshaped through social media interactions. For example, when users post photos of dishes accompanied by stories of childhood memories or family traditions, they are actively participating in a practice that intertwines food with personal and collective memory.

These nostalgic practices reinforce social ties and shared identity within

digital communities. The *practice* of sharing these stories creates a cycle where users contribute to and draw from a pool of shared cultural narratives. This reinforces the idea that traditional food is not merely a physical object but a social practice imbued with deep emotional and cultural significance (Sedikides & Wildschut, 2018).

The emphasis on the health benefits of traditional food on social media illustrates how practices can evolve by incorporating new elements, such as health consciousness, into established routines. *Practice theory* suggests that practices are dynamic and can change when new competences, meanings, or material conditions are introduced (Shove, Pantzar, & Watson, 2012). In the case of traditional food, social media users integrate modern health narratives with traditional practices, presenting dishes not only as culturally significant but also as part of a health-oriented lifestyle.

For instance, influencers and health advocates may post about the nutritional properties of traditional foods like fermented kimchi or turmeric-based dishes, reframing them within a health-conscious discourse. This integration reflects how practices evolve by adopting new meanings (e.g., health and wellness) that align with contemporary societal values. As more users replicate and share this content, the practice becomes embedded within a broader context that includes both cultural preservation and modern health trends.

Applying *practice theory* to traditional food discourse on social media highlights the interaction between agents (content creators, followers), materials (food images, videos, recipes), and social structures (the platforms and their algorithms). The *structuration* process, as described by Giddens, shows how these practices are reproduced through continuous interactions that shape both the behavior of the agents and the digital space itself (Giddens, 1984).

The rapid sharing of traditional food practices enabled by social media amplifies their visibility and influence, making it easier for individuals to adopt, adapt, and innovate within these practices. This dynamic reflects how practices are sustained and modified in response to the tools and platforms available, ultimately contributing to a cultural renaissance that blends traditional knowledge with contemporary lifestyles.

How Social Media Influencers and Content Creators Shaping the Trends

In the Indonesian context, social media influencers and content creators play a pivotal role in shaping trends related to urban farming and traditional food. With the rise of platforms like Instagram, YouTube, and TikTok, these digital figures have become influential in altering how people engage with urban farming practices and traditional food consumption. Their ability to reach broad audiences and generate engagement allows them to introduce new ideas, reframe cultural practices, and promote sustainable lifestyles in ways that resonate with modern-day Indonesians.

Social media influencers in Indonesia have helped popularize urban farming by showcasing practical ways to grow food in small urban spaces. With increasing urbanization, the need for sustainable food production in cities has become a pressing issue. Influencers and content creators use platforms like

Instagram and TikTok to demonstrate how people can grow vegetables, herbs, and even fruits on rooftops, balconies, or in limited indoor spaces. Through detailed tutorials, step-by-step guides, and before-and-after transformations, they make urban farming more accessible and relatable, especially in a country like Indonesia where space constraints in cities are common.

The appeal of urban farming is often tied to the desire for self-sufficiency, eco-friendly living, and improving food security. Indonesian content creators highlight how urban farming not only contributes to environmental sustainability but also provides a source of fresh, homegrown produce in urban settings. Influencers also promote local initiatives like community gardens or food-sharing programs, encouraging collaborative efforts to grow food collectively and sustainably. Hashtags like #UrbanFarmingIndonesia or #TanamDiRumah (plant at home) have gained popularity as they connect like-minded individuals interested in sustainable practices.

In this context, influencers serve as role models who demonstrate how urban farming can be incorporated into daily life. Their content offers solutions to common urban living challenges, such as limited space and access to fresh food. By incorporating practices like vertical gardening, hydroponics, and aquaponics, they present innovative ways to optimize urban spaces for food production. The rapid spread of these practices on social media platforms is instrumental in promoting sustainable living and reshaping urban lifestyles in Indonesia.

Content creators in Indonesia also play a key role in reviving and modernizing traditional food practices through social media. Traditional Indonesian cuisine is rich in cultural heritage, with diverse regional dishes that reflect the country's ethnic and cultural diversity. However, the fast-paced, globalized nature of modern life has led to a decline in the preparation of these dishes. Social media influencers have been pivotal in changing this trend by presenting traditional food in a more contemporary, attractive, and accessible way.

Food bloggers, chefs, and home cooks on Instagram and YouTube are at the forefront of this revival. They post images and videos of traditional dishes such as nasi goreng (fried rice), rendang (spicy beef stew), sate (grilled skewers), and tempe (fermented soybeans), often combining them with innovative twists or health-conscious alternatives. For example, influencers may share recipes for gluten-free or low-sugar versions of traditional desserts like kue cubir (sweet cakes), aligning them with modern dietary preferences.

One of the significant ways influencers shape food trends in Indonesia is by emphasizing the health benefits of traditional ingredients. Ingredients like turmeric, ginger, lemongrass, and chili peppers—common in Indonesian cooking—are often promoted as superfoods with various health benefits. This is especially relevant in the current health-conscious climate, where people are increasingly looking for natural, local alternatives to processed foods. Influencers use their platforms to educate their followers about these ingredients' medicinal properties, tying them to Indonesia's rich cultural heritage and providing

modern interpretations that resonate with current health trends.

The nostalgic appeal of traditional food also plays a significant role in the digital promotion of Indonesian cuisine. Influencers often share personal stories about family traditions and memories associated with specific dishes, which helps create an emotional connection between the food and the audience. The digital space becomes a place of cultural expression, where people reconnect with their roots and preserve culinary heritage in an increasingly globalized world.

Social media influencers in Indonesia act as both educators and marketers. By producing engaging, visually appealing content, they are able to reach vast audiences and shape perceptions about what constitutes “sustainable living” and “authentic food.” They are also driving the democratization of knowledge – allowing anyone, regardless of background or access to resources, to learn about and participate in urban farming or traditional food practices.

Through collaborations with brands, NGOs, and local food producers, influencers help increase awareness about sustainable food practices, environmental conservation, and the importance of supporting local agriculture. Influencers often partner with eco-friendly brands, farmers’ markets, and organic food suppliers to promote sustainable products, further aligning urban farming and traditional food trends with broader environmental and ethical values.

Indonesian social media influencers and content creators are reshaping the trends of urban farming and traditional food by blending cultural preservation with modern-day concerns such as health, sustainability, and self-sufficiency. Through their accessible and engaging content, they not only revive interest in Indonesian culinary traditions but also promote innovative, sustainable farming practices that are adaptable to urban environments. In doing so, they help cultivate a stronger sense of community and identity while encouraging sustainable lifestyles in a rapidly changing world.

CONCLUSION

The findings reveal that discussions on urban farming often center around sustainability, community engagement, and innovative practices, while traditional food is discussed in the context of cultural preservation, nostalgia, and health benefits. Online communities act as crucial agents in promoting awareness and providing a sense of belonging among those interested in these topics. The study also highlights the impact of social media influencers and content creators in amplifying these discussions and shaping trends. The conclusion suggests that social media plays a vital role in the promotion and popularization of urban farming and traditional food, offering both opportunities and challenges for advocates. It recommends that stakeholders, including policymakers and practitioners, leverage the power of social media to further promote sustainable urban practices and the cultural value of traditional food. Additionally, fostering collaborations with online influencers and content creators could enhance the visibility and reach of these initiatives, contributing to a broader societal impact.

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