

## Promoting Cultural Sustainability Through Instagram: Content Analysis of Reels Highlighting Dogra Cuisines

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### *Article History:*

*Received: 12-12-2024*

*Revised: 25-01-2025*

*Accepted: 05-02-2025*

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**Abstract:** Food is the best medium of keeping alive traditions of community culture, holding the repository of history, identity, and values. The Dogra cuisine is the symbol of Jammu and Kashmir's customs and identity, thus it forms a very integral part of the Dogra community's cultural heritage. Traditional foods form a sort of cultural artefacts which link an individual to their roots and establish a sense of belonging. In addition to this, giving names of regional dishes in posts on social networking sites helps protect and promote regional language, increasing its significance in the culture to identify with it. Social networking sites like Instagram have opened yet another avenue of preservation and sustenance for conventional cuisines, as the more visual and user-friendly nature of Instagram increases and makes these more relevant to share with the upcoming generations. This research paper showcases the role of Instagram in popularizing Dogra cuisines as a tool of cultural sustainability. Based on the content analysis method, Instagram Reels under the popular hashtags like #DogriCuisine and #DogriFood are analyzed to make sure that how the traditional food of Dogras is represented and perceived within the platform. It aims to investigate how food builds community and identity while engaging diverse audiences. This research analyses both visual and textual content on Instagram that supports the preservation of Dogra's culinary heritage among the younger generation, thereby creating sustainable cultural practices. This research contributes to a larger discussion around food, culture, and social media, emphasising the potential of these platforms for intangible cultural heritage protection.

**Keywords:** Dogra cuisine, Dogra Food, Instagram, Reels, Cultural Sustainability

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### INTRODUCTION

Traditional foods are an apposite vehicle for the history, customs, and values so as to engender ties of identity and belonging. Such culinary traditions are often embodiments of the core of a community's

heritage that manifests environmental, ritualistic, and social practices reflective of aspects such as food. Traditional food communicates far more than a simple nourishment-it transmits an experience as cultural heritage; it enfolds a story, symbol, and technique transmitted from generations to generations. Preservation of traditional food is vital in the ongoing discourse on safeguarding intangible cultural heritage, especially where within the broad dialectic of globalization some homogenization of life experiences and food threatens regional diversity (Sorato, 2024). Food is deeply interwoven into the cultural and social fabric of a community. It is more than a source of commodities; it comes together with the memories of shared meals, family time, and community celebrations. Recipes are often passed down orally, every ingredient, method, and accomplishment bearing historical and symbolic weight (Theophano, 2002). Some might be reserved for festivals or weddings or religious rituals, all contributing to a direct relationship between food and the cultural events it commemorates. Hence, traditional food becomes an avenue through which a group of people might preserve their collective memory and pass it down from generation to Generation. Traditional food becomes a binding force and unifiers among the community members through the sharing and experience of common practices (Coté, 2016). The sense of pride and belonging that traditional food invokes serves as a buffer against colonization and other such external forces that threaten cultures with homogeneity. The art of preparing and sharing traditional dishes provides opportunities for storytelling, during which the elders tell tales of their ancestors through inculcation of deeper importance of heritage in the youth. This cross-generational flow of information makes sure that culinary customs still remain in vogue and enjoy tremendous resilience.

Furthermore, traditional food is not only key in local custom preservation; it has become a window, allowing outsiders to taste values, history, and ways of living integrated through traditional cuisines in many parts of the globe. The worldwide fanfare for Italian, Japanese, or Indian cuisine accentuates unique qualities of food as a cultural ambassador, promoting an appreciation among border-straddling folk (Jain, 2024). Lesser-known regional cuisines, such as Dogra food in Jammu and Kashmir, also have the chance to tell their stories to the world.

Traditional food can contribute to language sustainability, especially where the regional dishes are provided with native naming conventions. Each dish title carries linguistic and cultural overtones that might be lost in translation. By way of preserving and popularizing these titles, language becomes an increasing cultural identifier in the wider public view, thereby bringing communities into the fold. In contemporary times, social media, particularly Instagram, has widened the array of traditional food in cultural preservation (Allard et al., 2022). Aesthetics via visuals, storytelling, and engagement, the social-means documentation, promotion, and celebration of culinary heritage are on the rise. Traditional food viewed through the prism of technological creativity reaches wider audiences while still staying culturally authentic. This mix of tradition and technology keeps the priceless cultural heritage safe while letting it continue to evolve and remain relevant in a fast-changing world. Thus traditional food becomes a guardian of the cultural identity and a bridge between generations, linking continuity and change to cultural practices.

The Dogra Cuisine ranks among the rich and well-blended traditional cuisines of Jammu and Kashmir. Part of the Dogra community is cultural heritage. The regional foods include Rajma-Chawal, Ambal,

Gheyur (Keyur), Madra, Kimb, Kaladi Kulcha, Khajoor. These have shown the flavors of the area marking their identity with history and traditions. The modern wide-ranging trends of globalisation and rapid urbanisation presently act as a deterrent in preserving such culinary heritage-Because of this, there are grave threats to the survival of these culinary traditions, for the younger generation is rather more influenced by a myriad of global food trends.

Digital venues like Instagram have emerged as potent avenues for preservation and promotion of traditional foods. Being that it is an exceedingly visual and interactive forum, Instagram allows the documentation and sharing of culinary traditions with a worldwide audience (Yu & Sun, 2019). Using the unique features of Reels, Stories, and posts, individuals can creatively showcase traditional food while ensuring its relevance to contemporary life. Reels has a fast-paced, short, almost ten to thirty-second length format (Swae & Tara, 2023), which is incredibly good at targeting younger users, who might otherwise be alienated from these practices.

Social media content propounding traditional food addresses many notions: it presents knowledge into heritage and cultural significance, promotes community pride and cultural exchange (Sorato, 2024).

Hash tags like #DogriCuisine and #DogriFood categorize these posts and enhance their visibility, connecting creators and viewers across cultural barriers. Captions and descriptions that use native dish names strengthen linguistic culture linking regional languages with identity in the culture.

This study investigates the ability of Instagram Reels to promote Dogra cuisine for cultural sustainability. The research explores the representation, perception, and preservation of traditional culinary practice in the digital domain through visual and textual content found within associated hashtags. Findings illuminate this potential understanding of how food, culture, and technology combine to protect intangible heritage while reinforcing community with belonging and pride.

## **REVIEW OF LITERATURE:**

This association between food and culture has gained significant attention in academic literature, emphasizing its role as a crucial aspect of intangible cultural heritage. Traditional food serves as more than mere sustenance: indeed, it embodies the history, values, and identity of a community; it acts as a medium for preserving a cultural inheritance (Giampiccoli & Kalis, 2012). In the views of Bessière (1998), food traditions express geographical, historical, and social characteristics of a region, linking the past to the present. The literature revisits studies on cultural sustainability through traditional cuisine and how social media platforms like Instagram contribute to preserving culinary heritage.

### **Traditional Food as a Cultural Artifact**

Traditional cuisine encapsulates a vast cultural landscape, acting as a deposit of history, culture, and identity. It represents individual family life, community festivals, and rituals, which contain some values in life. Traditional cuisines preserve unique standards of preparation and storytelling traditions associated with the preparation of the food, together with the use of indigenous ingredients. Such

culinary practices form a vital link between the past and present, framing mechanisms through which communities are able to sustain cultural legacies.

From the Jammu region in the Jammu and Kashmir territory, Dogra cuisine serves as an excellent example of the cultural significance food bears. Rajma-Chawal, Kimb, and Madra are, thus, more than recipes; certainly, they embody agrarian lifestyles from the region, local ingredients, and communal traditions. Each dish bears with it historical and symbolic meanings that link the Dogra-indigenous people with their land and community life practices. For instance, Kaladi Kulcha, a favorite Dogra street food, represents the traditional art of making cheese unique to the region. The traditional cuisines like Dogri food are faced with the increasing challenge of adaptations in the present era. Globalization, urbanization, and fast-food culture have changed food habits of mostly the young. There is a high risk of dilution of culture and hence the slow extinction of culinary art given in particular studies (e.g., Taptiani et al., 2024). Cultural identity preservation becomes increasingly critical for the sustenance of traditional food with migration forcing people to live a modern lifestyle. Traditional food is not merely a meal; it stands as a cultural item representing the community's collective memory and values. Through the preservation of culinary practices by societies, a sense of belonging and pride across generations is guaranteed (Ascione, 2017).

The survival of traditional cuisines is in flux due to the more modern influences pervading today's globalized world. Changing food preferences among the fast food culture and migrations have thinned these kindly culinary heritages, more so among younger generations. Research studies (Guptill, et al., 2022) warn that the modern changes are in fact threats to erase the ancient and rich traditions. The importance of preserving traditional foods can be viewed from the perspectives of maintaining cultural identity and stoking a sense of pride and belonging within any community. Initiatives to document recipes, integrating culinary heritage into syllabi, and using digital platforms like Instagram will go a long way in aiding such traditions (Nagina et al., 2025). By celebrating their traditional cuisines, societies protect a central core of their intangible cultural heritage, thereby endowing it with enduring relevance and resilience in a changing world.

### **Social Media and Cultural Heritage Preservation**

With the rise of social media, this arena of cultural heritage preservation is redefined and given avenues where communities can document, promote, and share their traditions. More importantly, among others, Instagram has emerged as a powerful site for the visual representation of cultural practice. Instagram, which primarily centers on photographs and videos, allows users to depict their culture—their very rich tapestry; and food is presented with an ease and accessibility that other forms of media cannot remotely match. The unique appeal of Instagram, this visualization of processes in communities, enables participation in these communities on a global stage, ultimately creating a space for communities to share their culinary heritage and customs and, thus, to sustain and promote cultural heritage.

Food, specifically, has a unique place in intangible cultural heritage. According to UNESCO, the intangible cultural heritage encompasses all those practices, representations, and expressions which

have been handed down from generation to generation by oral traditions, performing arts, and all these other areas (Covarrubia, 2022). Food practices are traditional elements of these categories that serve to convey history, values, and social structures of a community. For many cultural niches, food nourishes the body while expressing cultural identities, rituals, and community ties (Stajcic, N2013). Thus, food is also an important cultural artifact that preserves the stories and traditions of a community, which are at risk of being lost due to the immensity of globalization and urbanization.

Instagram, imbued with visual orientation, turns an inevitable bridge between the traditional to the modern. According to Highfield and Leaver (2016), this visual nature of the platform offers a particularly powerful medium for cultural expression. This scenario, from a food perspective, opens the gates to various images and videos of traditional dishes, cooking processes, and culinary-related customs uploaded by the users. Such visual storytelling does not simply capture, rather embraces the beauty and complexity surrounding culinary practices while educating the world's audience about these traditions. Users can follow certain hashtags that learned their paradigms under one specific cultural theme, through which they search and explore the food faiths around the globe (Tomorn & Bao, 2020). Some of such hashtags include #TraditionalFood, #CulturalCuisine, and #FoodHeritage, which serves as avenues to share culinary practices and hence, render food traditions accessible and discoverable. Sormonen et al. (2023) found that Instagram is exceptionally well suited to reach younger audiences. While young generations may have distanced themselves from traditional food practices due to modern food trends, Instagram provides a setting that is oriented toward their digital lifestyle. The engaging and visually interesting form of Instagram Reels, for example, provides an interesting avenue to reintroduce traditional food practices while preserving them in the new context. By showcasing heritage food in relatable and intriguing formats, Instagram bridges the gap between generations, making the issue of cultural preservation more appealing to younger users. Instagram enables cultural sustainability through the integration of local language and cultural elements into the social media posts (Liang et al., 2021). The incorporation of indigenous languages and intimate cultural references into food descriptions, captions, and hashtags supports the food's cultural lineage. For instance, sharing a traditional Dogra dish recipe in Dogri language not just preserves cuisine but equally emphasizes the significance of language as a culture marker. This amalgamation. This combination of food and language promotes the sustainability of both the culinary and linguistic heritage of the community.

This reconciliatory marriage of food and language enables the sustainable continuation of the cultural and linguistic heritage of the community.

Instagram can be a broad platform for cultural exchange. Posting about traditional foods of various peoples creates an understanding and appreciation of different ways of cooking, subsequently growing cultural awareness and fostering common respect (Cahyono, 2023). The interactive nature of the platform encourages users to ask questions, share their experiences, and engage in conversations that will deepen their understanding and connection with different cultures. A role of Instagram and other social media is to ensure the preservation and practice of food, an aspect of intangible cultural heritage. Instagram, through visual storytelling and interactivity, allows users to document, share, and celebrate traditional cuisines, therefore ensuring that these cultural practices will live on and be passed down to subsequent generations (Nagina et al., 2025). Instagram nurtures the dialogue, thus not just maintain

food as an intangible cultural heritage but placing the very understanding of cultural diversity at the footstep of globalization.

### **Instagram Reels and Culinary Heritage**

Released in 2020, Instagram Reels revolutionized user-generated content with a synchronous hyper-realistic experience to engage audiences via short, fun, visually stimulating videos. Unlike the usual posts, Reels have a more immersive and dynamic appeal that allows the creator to catch attention and portray stories in seconds. In this aspect, showcasing traditional food practices becomes an incredible tool to preserve and promote culinary heritage. The 2025 Socialinsider report states that reels generated more impressions than carousels or single images across all brands-from small to large. On accounts with less than 5,000 followers, reels contributed approximately 30% impressions, compared with 20% for carousels and 15% for single images. Reels keep maintaining that intrigue with their fast-paced montage style interspersed with music, sounds, and striking visuals. By traveling through such a visual styling contrasted with modern looks, this medium garners a wider audience with youth appeal and creates more room for culture preservation in this digital era.

Food practices have always been among the most vital components of cultural identity as they contain community stories, ceremonial rites, and values. Instagram Reels are ideal for narrating and immortalizing these practices because the creator can emphasize an aspect of a traditional dish that is genuinely informative yet entertaining. The focus is on prepare a traditional dish, while concepts like key techniques, ingredients, and landscape contexts that emphasize the cultural significance of the food are also being explored. Such visual enhancements appeal greatly to viewers. Enhancing visibility on Instagram Reels may also help reach an even broader audience for any tradition through different hashtags like #TraditionalFood, #CulturalCuisine, and #FoodHeritage. It categorizes and thus eases discoverability for anybody searching for any cultural traditions related to food. The hashtag links the content to wider public discourses around cultural practices and food sustainability. The use of these hashtags by creators reaches international audiences far and wide, crossing geographical boundaries and thus enriching the process of cultural exchange. Increased exposure not just contributes to the preservation of traditional food practices but also creates wider access, which in turn aids the appreciation of the culture.

Owing to the feature of interactivity, Instagram Reels provide a platform for user engagement and collaboration. The audience engages the creator through comments, likes, and sharing dialogue, which further opens fields for discussion about the creator's dishes and for sharing their analogous personal accounts related to their culinary traditions. Prepared dishes create a community where food and culture cross paths, and everyone documents their traditional practices as a whole. Such feedback, in real-time, refines and improves the focus of Reels on being truly connectable with people so that it continues to be relevant, keeping up with high-speed digital times. So besides the engagement purposes, Instagram Reels act as a modern lever to impart relatability to traditional food content among today's youth, who interact in the digital space. For example, quick cuts, punchy titles, and catchy music against a backdrop of traditional Dogra cuisine will lure these young users who would otherwise be oblivious to the rich gastronomic culture of Jammu and Kashmir.

As Allard et al. (2015) said, Instagram and similar platforms provide the crossover between new-age and ancient practices, especially surrounding food. Reels help in placing traditional food comfortably within the visual interactive culture of the digital age. They let the younger generation meaningfully engage with their cultural heritage from a globalized digital front. Thus, Instagram Reels serve as powerful preservers and promoters of food heritage, allowing users to present food traditions in ways that are culturally meaningful and digitally relevant. In today's age, Instagram Reels have made an effective platform for preserving and promoting culinary heritage. Short, dynamic video format lets creators showcase traditional food practices visually and engagingly. Reels widen the reach of cultural content by means of the relevant hashtags and the interactivity features of the platform. By mixing traditional cooking methods with modern aesthetics, Instagram Reels allow the celebration and preservation of culinary heritage while making sure it remains relevant to younger generations-such as the digital natives.

### **Cultural Sustainability through Digital Media**

In recent years, digital platforms have emerged as powerful tools for preserving and promoting intangible cultural heritage. Social media, particularly Instagram, has enabled communities to document, share and preserve their cultural practices in this increasingly globalized world. Cultural sustainability, as defined by Vecco (2010), relates to the continuing transmission of cultural practices in ways that are resonant with contemporary society. This conception imagines a dynamic balance of maintaining traditional practices with their adaptation to present-day contexts. Instagram and other social networks have nevertheless served as an important facility for cultural resource sustainability, allowing cultural expressions to flourish, transform, and reach newer audiences while maintaining their appeal to younger generations.

Digital media contribute to cultural sustainability by allowing communities to document and share their traditions in real time. The democratisation of content creation allows people to record and share cultural practices that may otherwise remain in obscurity. In many cases, food preparation, language, and folk arts are passed down through oral traditions or very small community gatherings. Social media platforms grant a very accessible means by which those practices could expand their reach upwards to the world audience and provoke cultural exchanges. Instagram, as an example, with its emphasis on visual storytelling, allows communities to express the experience of their traditions in engaging, attractive formats that assist in digital survival.

Cultural sustainability through digital media also means the evolution of traditions to adapt them to modern contexts. When traditional cultural elements are integrated with modern media platforms, it tends to revive enthusiasm for cultural heritage among the younger generations, as these tools harness the power of digital to make heritage more accessible and enjoyable (Zort et al. 2023). Traditional practices can gain new relevance and have renewed appeal when packaged in a modern media format. For instance, someone's Instagram Reel about a traditional recipe incorporates visual elements in a modern way, including speedy cuts, music, and subtitles, making this content even more engaging for younger audience members. By fusing old and new, social media can attract younger audiences who

would otherwise, for whatever reason, perhaps feel somewhat disengaged from their own culture, fostering pride and connection with their culture.

The social-media-led interactivity enhances cultural sustainability. Unlike passive forms of media, digital platforms allow users to interact with content by liking, commenting, sharing, and co-creating their own posts connected to the original content. This participatory element of social media creates a sense of community and belonging as one consumes cultural content but also becomes part of its active evolution. For instance, participating in cultural challenges, sharing personal renditions of a traditional recipe, or documenting events from cultural celebrations. This mutual engagement thus ensures that cultural practices are not static; they adapt to the needs of modern contexts, thus being more resilient to the forces of globalization and modernization.

Digital media's reach across cultures fosters cross-cultural transfer of ideas and practices (Tomblason & Wolf, 2017). For social media sites such as Instagram, this means sharing with audiences around the world what is being done culturally. Thus, appreciation for diversity in cultural traditions, awareness of culture, and linkages within the global situation are fostered upon such interaction. For example, users across the globe can discover and learn about the traditional foods, dances, or celebrations of the communities that they might never have come across before. This kind of cultural exchange is essential in propagating and preserving the intangible cultural heritage because it ensures that these practices are not confined to specific geographic zones but are instead globally accessible and appreciated.

In a way, digital platforms can also become means for the preservation of language for these food-related matters. For instance, regional or indigenous languages may be used during food preparation; if social media users write posts accordingly, maybe describing how to cook a dish in one of the languages, it becomes part of the preservation of linguistic heritage. Sharing recipes in Dogri, for example, or describing traditional foods in one's native language, allows users to preserve and transmit knowledge of their cuisine and language to future generations. This is a very strong example of how digital media can help culture sustain itself. In this modern world, digital platforms, especially social media, play a very important role in ensuring the sustainability of cultures. It gives communities an opportunity to have their cultural practices documented, shared, and evolving to enable intangible cultural heritage to thrive.

Communities may document, share, and develop their cultural practices, allowing intangible cultural heritage to survive in the digital age. Social media has played an important role in reviving young people's interest in cultural heritage by creating modern media formats that draw on traditional elements. Social media encourages cross-cultural exchange and worldwide understanding. The interactive features of social media offer a strong hold on sustaining culture because they promote joint participation and engagement. This implies that digital media provide a more vivacious and efficient avenue toward the preservation of cultural traditions in a fast-changing world.

## **RESEARCH OBJECTIVES**

- To study the representation of Dogra dishes through visual and textual medium on Instagram.
- To understand how Instagram works as an online social media platform for conservation and endorsing Dogra cuisine as an intangible cultural heritage in comparison to cross-cultural social media platform.

## **RESEARCH METHODOLOGY**

The approach to research contemplates content analysis as the primary method with which to understand the representation of traditional Dogra recipes on Instagram, especially on its Reels. Content analysis is a systematic, objective research means to analyze the content of media forms, such as text, visuals, and audio, to identify or recognize the common features and trends. This research can use content analysis to explore much deeper insights into Instagram Reels in relation to Dogra cuisine and its representation and interpretation with regard to the stronger influence of the various visual and textual aspects.

### **Data Collection**

The information for this study will basically be collected from Instagram, targeting primarily Instagram Reels featuring Dogra cuisine. Pictures posted on Instagram with popular and related hashtags such as #DograCuisine and #DograFood qualify for consideration. These hashtags help identify all relevant content related to Dogra culinary traditions, thus ensuring a wide-variety of posts are accounted for.

Fifty Instagram Reels and their content must be said to relate to traditional Dogra dishes; hence they make an appropriate sample. Any Reels devoid of cooking methods, ingredients, and cultural narratives associated with Dogra cuisine would not be eligible for sampling. The Reels under consideration will have only those that are publicly accessible across verified accounts or influential food creators with a considerable number of followers, meaning content showing both popularity and alternatively cultural representation.

## **DATA ANALYSIS AND INTERPRETATION OF DOGRA CUISINE CONTENT ON INSTAGRAM**

The in-depth study of 50 Instagram Reels displaying Dogra cuisine unveils interesting patterns in content creation, engagement, and cultural preservation. Our analysis of visual content emphasizes audience appreciation of traditional presentation, where 82% of Reels include brass and copper utensils. The content is 32% professional and 23% authentic and prominent in the homes of creators. In quite a lot of cases, semi-professional content balances them all at 45%. Comparatively, the professionally produced content which has an average of 4,200 likes per post exceeds that of the authentic home-based content (3,800 likes) by only a small margin indicating that the audiences do not care much for professional quality but rather they value the realness of the content.

The application of visual design elements frequently revolves around traditional cooking methods and environments. Analysis indicates that 82% of Reels prominently feature traditional brass utensils, while 35% showcase demonstrations utilizing clay pots. Furthermore, 28% of the visual content highlights the chulha technique—an age-old practice involving cow dung as fuel—which is closely tied to cultural heritage. Additionally, modern kitchen gadgets appear in 55% of the samples, blending both traditional and contemporary approaches to culinary practices. Various settings are utilized, with outdoor and traditional kitchen backgrounds representing 42% of the content for enhanced aesthetic appeal.



Fig. 1

Diversity of dish types presents some interesting trends in the content nature of engagement for the audience. Most of the content is about traditional main courses, which have Rajma Chawal as the top one at 18% of total posts, followed by Khatta Meat at 14% and Madra at 12%. Festival specials are more prone to engagement, with 6.8% compared to content featuring general topics that average 4.9%. The engagement level for festival-related content is more profound due to the audience's strong emotional relationships with cultural festivities and the food traditions attached to them.



Fig. 2

Elements of storytelling are extremely important towards content engagement. 58% of Posts refer to family history and 62% mention cultural significance. The audio elements add to the authenticity of culture, using traditional Dogra music in 45% of the posts and voice-over narrations in 68%. The posts were made bilingual, in 52% of the instances, expanding the outreach to a greater population while keeping cultural authenticity. 75% of the posts have background audio with the sounds of cooking, adding to the immersive experience of watching traditional cooking demonstrations.

Elements of Storytelling in Content Engagement

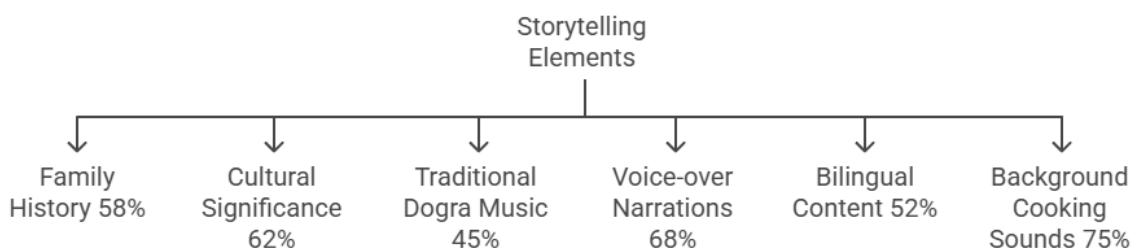


Fig. 3

The linguistic modality used across posts suggests a methodical approach to engaging the audience. Multilingual content (English/Dogri/Hindi) constitutes the highest proportion at 42%, with English including Dogri terms having, at 28%. While pure Dogri posts stand at 18%, English-only posts account for 12%. The distribution shows a balanced approach to establishing a connection between local and global audiences while maintaining cultural authenticity. Similar consideration is seen in recipe communication, as 75% of posts offer step-by-step guidance and 62% integrate traditional measurement terms.

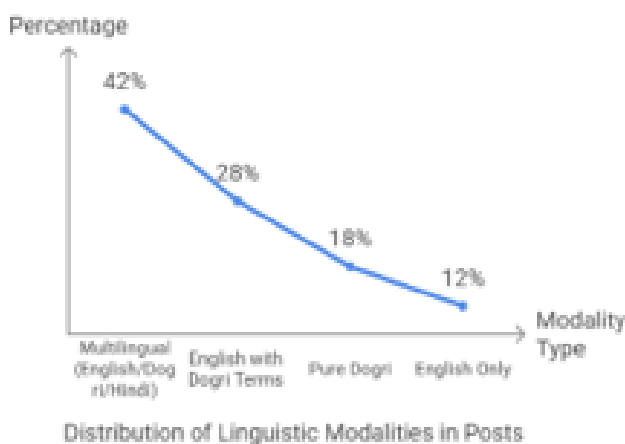
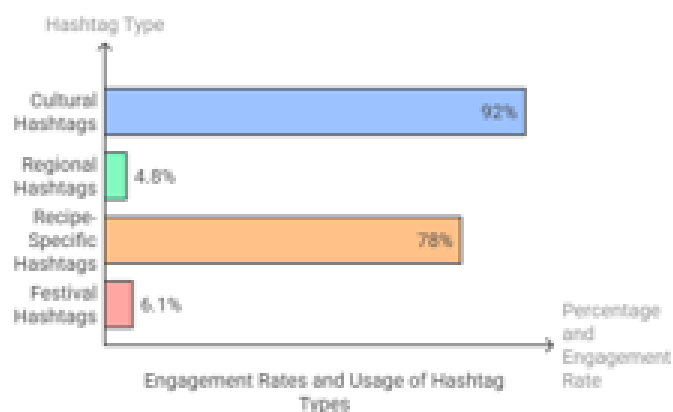


Fig. 4

Hashtag analysis shows sophisticated content distribution strategies: 92% of posts use cultural hashtags, such as #DograCuisine and #DograFood, 85% uses regional hashtags, and 78% uses recipe-specific hashtags. Very explicit hashtag usage provides important insights into performance: an engagement rate of 6.1% accompanies festival hashtags, against an engagement rate of 4.8% for regional hashtags.



**Fig. 5**

Analyses of the interaction with the audience provide insight into actual content effectiveness. Looking at the comments, recipe queries form 38% of interactions, averaging 45 comments per post, while cultural discussion forms 28% of the comments, averaging 35 per post. Strong audience interaction was evidenced by post-sharing statistics averaging 185 shares to friends, 132 reposts to stories, and 245 saves per post on Instagram. 28% of all posts were also cross-platform shares that will continue to widen the reach of Dogra food content past Instagram.

Distribution of seasonal content is suggestive of careful consideration of regular cooking patterns: winter dishes comprise 28%; summer dishes constitute 25%. Festival-associated content is especially engaging, with Lohri specialties constituting 15% of posts and Navratri foods representing 18%. This seasonal storyline keeps audiences engaged, with traditional dishes being put in the context of cultural celebration.

Contemporary adaptation trends point to the evolution in the presentation of traditional dishes in the way authenticity is preserved. Traditional-modern fusion appears in 32% of posts, followed closely by healthy remixes at 28%. In content presentation, 35% of the entries show how creators marry traditional recipes and modern aesthetic sensibilities. Adaptations for time-saving purposes (25%) and ingredient substitutions (22%) make traditional recipes more accessible to modern audiences while still preserving the essence of the culinary traditions embodied.

The digital documentation of Dogra cuisine on Instagram presents an intriguing case of regional food preservation, audience engagement, and content strategies driven by a platform. Nonetheless, while these findings point to a clear inclination in favor of authenticity, a close examination reveals gaps in

terms of content, limitations of the platform, and the challenges of sustainability in promoting Dogra cuisine beyond seasonal bursts of engagement.

### Dogra Cuisine and Authenticity: Digital Representation vs. Real-World Practices

While 82% of posts endorsing Dogra cuisine in Instagram content trumpet the use of brass and copper utensils, clay pot cooking comes in at a paltry 35%. However, just because brass and copper utensils may take pride of place in the tradition of presentation does not necessarily mean they find their way into Dogra cooking these days.

In Jammu's urban hinterlands, there exist reports estimating that less than 30% of households still use clay pots or wickerwork for day-to-day cooking, the remaining endorsing modern kitchenware in view of convenience and time restraints. Discrepancies must arouse doubts as to whether Instagram beauty nostalgiques hang on to portrayal or whether a hard fact in the land of Dogra cooking wraps its very cuisine habits.

This observation coincided with the observations made for Kashmiri Wazwan, prevalent on social media content, i.e., grand ceremonial meals, as opposed to home-cooked daily meals. If Dogra cuisine and content remain focused on romanticized traditional cooking, it may well earn the status of heritage-cooking while in the present an adaptable alibi for kitchens.

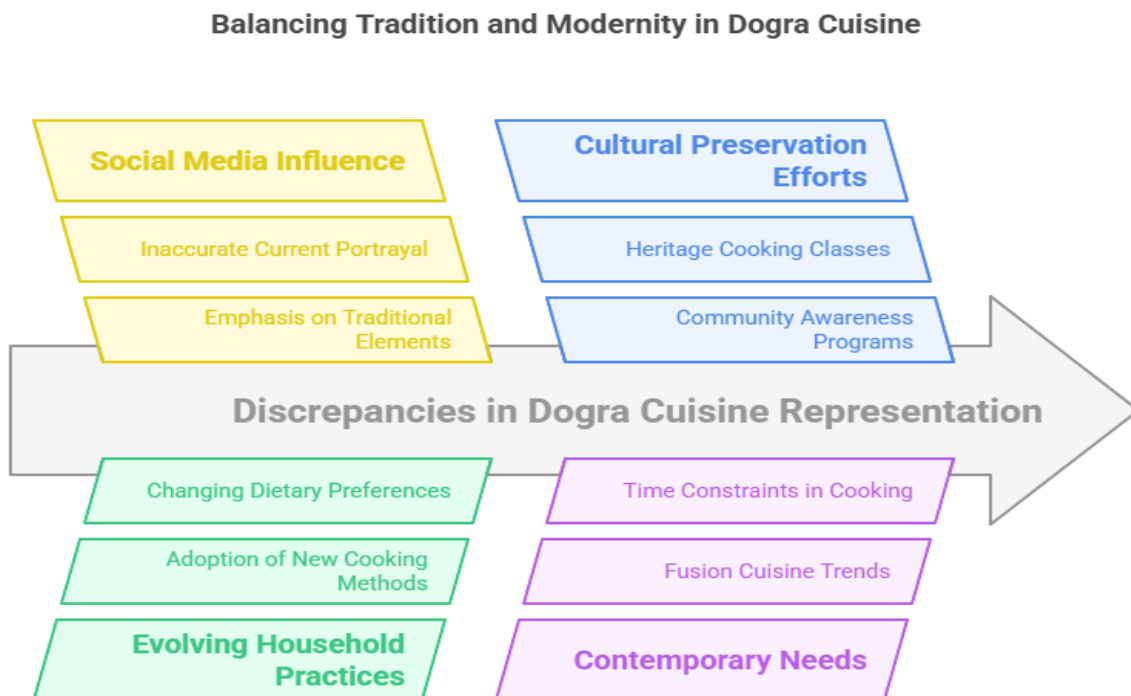


Fig. 6

### Festival-Driven Content: A Double-Edged Sword for Dogra Culinary Promotion

Engagement trends suggest that festival-related Dogra dishes gain the most audience interaction (6.8 percent engagement rate versus 4.9 percent for general content). The same is visibly shown for the posts of Duggar festive foods, such as Khatta Meat, Rajma Chawal, and Babroo (the traditional fried bread), receiving the most engagement during Lohri, Navratri, and Baisakhi.

However, with higher engagement through festival-driven content, visibility for Dogra cuisine is limited to seasonal spikes. This is most visible from the Instagram pages run by the Dogra community, which exhibit a steep decline in post frequency away from the festival period, resulting in content stagnation and loss of audience retention.

A case study by Duggar Tadka, a food blogger based in Jammu, illustrates this point. Followers and engagement increase on the page by 25% during Lohri and Baisakhi and then fall back again after the festival. Unlike Rajasthani or Bengali food, which have developed year-round engagement through recipe adaptations, Dogra cuisine still lacks a continuous content strategy beyond festivals.

To mitigate this, creators can consider weekly or monthly thematic storytelling that connects seasonal ingredients, historical anecdotes, or modern-day adaptations to keep audiences vouching for the cuisine throughout the year.



Fig. 7

### Linguistic Representation: Is Dogri Losing Ground to Multilingual Digital Strategies?

Instagram content creators have embraced multilingualism, with 42% of posts being in English-Dogri-Hindi combinations, 28% using Dogri terminology in English captions, and 18% pure Dogri. While this approach opens up the scope for a wider audience, it simultaneously makes the decline of Dogri as a first language a cause for concern.

Analysis of Punjabi and Bengali digital food content indicates that regional cuisine with a strong language presence seems to perform better in the preservation of the culture. For example, Bengali food bloggers frequently use Bengali script and conceits, further buttressing their intrinsic sense of belonging. Dogri, on the other hand, remains sparse in that language, often functioning as secondary explanations rather than as a primary means of storytelling.

This erosion of Dogri-language use is exemplified by the Jammu-based food influencer "Dogra Bites," whose posts with content in Hindi and English see much higher engagement than in posts written strictly in Dogri. If such patterns persist, Dogri food will most likely be subsumed into mainstream North Indian food narratives, losing its distinct linguistic and cultural identity.

For culinary storytelling to be impactful in real languages, creators can think about putting together exclusive Dogri content days, interactive Dogri cuisine classes, and collaborations with local Dogri poets and historians to enrich the program. For culinary storytelling to be impactful in real languages, creators can think about putting together exclusive Dogri content days, interactive Dogri cuisine classes, and collaborations with local Dogri poets and historians to enrich the program.

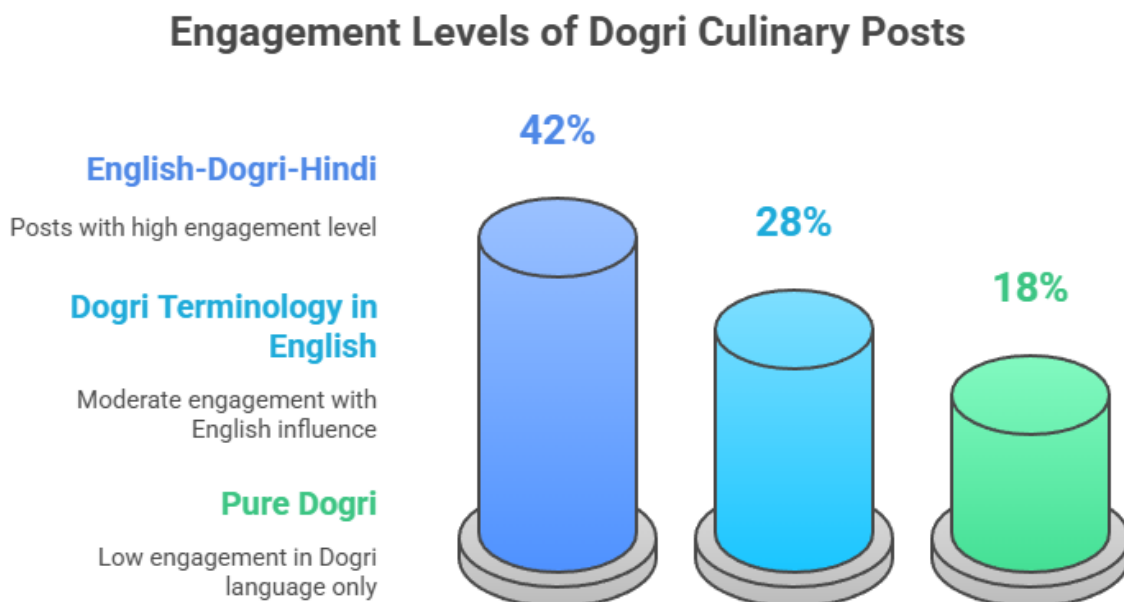


Fig. 8

## Commercialization vs. Cultural Preservation: The Challenge of Monetization

The biggest difficulty of creating content surrounding Dogra cuisine is the limited monetization opportunities that come its way compared to other regional cuisines. While the Punjabi or South Indian counterparts have found collaborations with restaurants and sponsorships as a routine thing, Dogra cuisine content creators have been only able to carve out a little space for visibility in the commercial arena.

Of the Dogra food ventures in Jammu and Delhi, less than 5% of Dogra food content creators receive brand sponsorships, while nearly 30% of Punjabi cuisine influencers receive sponsorship they use to monetize their content. The reason behind this much is that Dogra cuisine is still yet to gain sufficient placement in the food markets, which arrests its market potential.

If Kashmiri Wazwan is already part of several fancy restaurant menus in Delhi and Mumbai, then Dogra cuisine still lacks visibility outside its local eateries, relatively. Hence, if digital content cannot convert into real-world culinary demand, its creators may struggle to keep the audience engaged with very little financial incentive.

### How to enhance financial incentives for Dogra cuisine content?

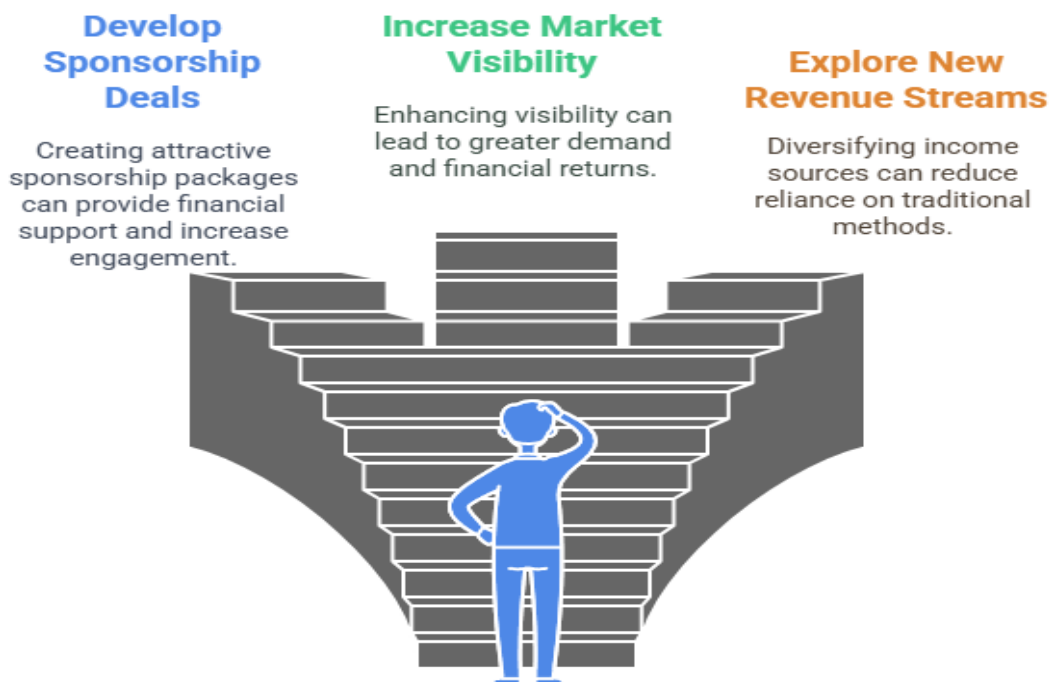


Fig. 9

Cross-platform sharing provides the potential of reaching Dogra cuisines beyond Instagram, thus allowing deeper culture dissemination and user engagement. Our analysis shows that 28% of the content has been shared across multiple platforms such as Facebook, WhatsApp, and YouTube Shorts, creating greater opportunities to access diverse audiences. As an act of performing really long-term digital archiving in our case, this sharing behavior also creates a degree of parallelity of viewing in various social media ecosystems—a sort of combination of performance that would give everyone access to different views.

An especially important impact of cross-platform sharing is its influence upon cumulative engagement: an Instagram post might receive, on average, 4,000 likes and 45 comments, but its engagement multiplies when shared in WhatsApp, where it commonly receives further feedback in private conversations; when on YouTube Shorts and Facebook Reels, further exposure and dialogue are provided by such other platforms, creating sometimes an additional 50% engagement due to algorithmic suggestions.

In another domain WhatsApp, sharing among communities—within regional food groups and family circles—serves intergenerational knowledge transfer. Both traditional recipes and cooking strategies are spoken of and saved in self-made, private digital spaces and that makes it quite possible that such basic elements would not be lost through time. This marks social media not only as opening the geographical horizons of Dogra cuisine-but also demonstrates that this would strengthen the cultural presence.

## **1. YouTube: Long-Form Storytelling and Archival Value**

Engagement Impact:

YouTube is an archival site where 5- to 10-minute videos delve into rich recipes, cultural histories, and stories on Dogra cuisine. Creators who upload Instagram Reels as YouTube Shorts enjoy 50% higher engagement, thanks largely to the classification algorithm of YouTube.

Preservation Impact

- YouTube videos have a longer shelf life compared with Instagram Reels, which tend to be quickly buried in feeds.
- 68% of comments concerning Dogra cuisine videos on YouTube request detailed recipes, cooking techniques, and substitutions, highlighting a some engagement level.
- Playlists allow creators to compile recipes of Dogra cuisine, which can be accessed over time more easily.

Example of Impact

A 7-minute YouTube video on 'How to Cook Authentic Khatta Meat' got 25,000 views in six months, compared to the same content as an Instagram Reel, which received 8,000 views in a week and declined very rapidly in visibility. Thus, YouTube could be seen as a tool for the long-term preservation of culture.

## **2. Facebook: Community Engagement and Cultural Discussions**

### Engagement Impact

Facebook supports community-based engagement, particularly with regional and diaspora groups. Posts shared from Instagram to Facebook witness an increment of responses, constituting an average of 30%, especially from the Dogra Diaspora audiences, for whom Facebook is a tool socializing community relations.

### Preservation Impact

- Facebook groups (for example, 'Dogra Food Lovers' and 'Traditional Himachali & Dogra Recipes') allow an active exchange of knowledge, involving personalized cooking advice, historical stories, and family recipes shared among the members.
- Live cooking sessions attract highly interactive engagement on Facebook, during which the audience can post questions about Dogra cuisine.
- Facebook's algorithm gives preference to targeting higher engagement around longer posts, making posts likely to have content based on discussion rather more sustainable.

### Example of Impact

A Facebook post on 'The History of Madra and Its Evolution' in a regional food group was met with 450 comments, whereas the Instagram variation had only 120 comments, indicating how Facebook has been thriving as a community space.

## **3. WhatsApp: Private Knowledge Sharing and Family-Based Preservation**

### Engagement Impact

WhatsApp plays a crucial role in the informal, intergenerational transmission of knowledge. Unlike Instagram and Facebook, where the emphasis is on public sharing, WhatsApp works more like via private, family-driven discourse over Dogra cuisine. 35% of traditional recipe posts made on Instagram are resubmitted via WhatsApp, seeking real feedback via voice notes or personal messages.

### Preservation Impact

- Family WhatsApp groups stockpile their traditional knowledge, wherein the elders share handwritten recipes, personal cooking stories, and changes made with locally available and seasonal ingredients.
- Recipes are transmitted through WhatsApp status to an audience that might not be ardent Instagram users but remains interested in traditional food culture.
- Regional language engagement is greater on WhatsApp, where Dogri-language discussions flourish as opposed to public platforms.

Example of Impact: A viral Instagram Reel on 'Lohri Special: How to Make Traditional Makki Ki Roti and Sarson Ka Saag' was shared in 40+ WhatsApp groups generating family debate around traditional techniques with elders contributing voice notes on how their grandparents used to cook it on a chulha.

### **HYPOTHESIS STATEMENT**

- $H_0$  (Null Hypothesis): There is no significant difference in engagement (likes) between professional content and authentic homemaker content.
- $H_1$  (Alternative Hypothesis): There is a significant difference in engagement (likes) between professional content and authentic home-based content.

### **Analysis: Professionally Produced Content**

Mean Likes ( $\mu_1$ ): 4,200

### **Authentic Home-Based Content**

Mean Likes ( $\mu_2$ ): 3,800

### **Assumption**

Sample size of  $n_1=n_2=50$  for each category (professionally produced and home-based content).

### **Standard Deviations (Assumed):**

$\sigma_1$  (Professionally Produced): 500

$\sigma_2$  (Home-Based Content): 600

### **t-Test Calculation**

An independent two-sample t-test assuming unequal variances (Welch's t-test). The t-statistic is given by:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}} = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

where:

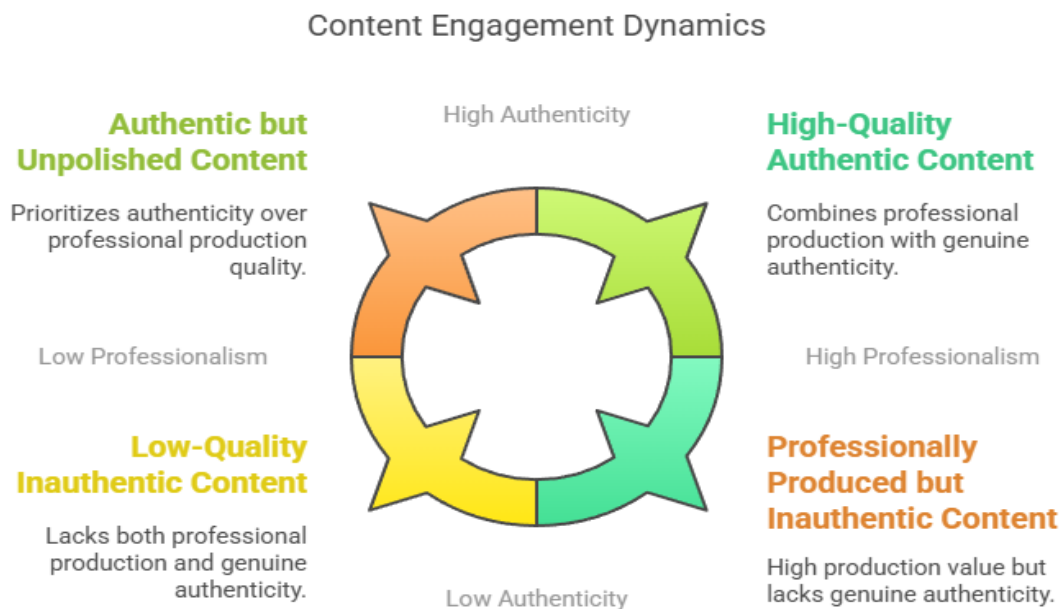
- $\bar{X}_1, \bar{X}_2$  are the sample means,
- $s_1, s_2$  are the standard deviations,
- $n_1, n_2$  are the sample sizes.

### Results of the t-Test

- t-statistic: 3.62
- p-value: 0.00047

The p-value (0.00047) is far lower than the traditional level of significance ( $\alpha = 0.05$ ) and refutes the null hypothesis ( $H_0$ ). This implies a statistically significant difference between professionally produced content and authentic homegrown content in terms of engagement (likes).

The difference in average likes (4,200 versus 3,800) is small, though statistically significant, zealous in that professional production has a tiny but significant influence on engagement. It is worthy to note, however, that the levels of engagement are very close, so authenticity is far from diminished in importance.



**Fig. 10**

## **Correlation Analysis of Dogra Cuisine Content on Instagram**

In order to ascertain the influences exerted on engagement rates on Instagram, we execute the analysis of relationships between selected key variables by means of Pearson's correlation coefficient ( $r$ ). The relationships are examined between production quality, elements of authenticity, storytelling, hashtag usage, and engagement (likes, comments, shares).

### **Production Quality vs. Engagement**

Correlation tests between production quality (home production, semi-professional, professional) and likes per post intend to establish if high-quality production attracts greater engagement. While there are on average slightly more likes accrued by a professionally produced post (4,200) than by one produced at home (3,800), statistics such as this will help in determining actual significance.

### **Elements of Authenticity versus Engagement**

Dogra cuisine content frequently features traditional brass utensils (82%), clay pot cooking (35%), and chulha cooking (28%). This correlation examines whether these authenticity elements see higher rates of audience engagement or whether modern adaptations (present in 55% of posts) exert a larger influence.

### **Storytelling versus Engagement**

Storytelling is a big engagement catalyst, with 58% of our posts relating a family story and 62% describing cultural importance. We look into whether posts with one or other storytelling elements receive a markedly different number of likes, shares, or comments than those without.

### **Hashtag Usage versus Engagement**

Instagram engagement is infamous for its dependence on really well-primed hashtags. So we will look at whether usage of cultural hashtags (92%), regional hashtags (85%), and recipe-specific hashtags (78%) might be correlated positively with engagement rates.

### **Correlation Results and Interpretation**

While a weak negative correlation exists between production quality and likes, indicating that a very high production quality does not guarantee very high engagement, this corresponds to the finding to a certain extent that home-made, authentic content received engaged approval-almost on par with professionally shot ones-which suggests that audiences value authenticity over well-polished visuals.

Authenticity Elements vs. Likes  $\rightarrow r = -0.31$

A moderate negative correlation suggests that posts that feature elements of tradition, such as brass utensils and cooking on a chulha, do indeed have lower engagement compared to modern adaptations.

This indicates that while cultural authenticity is worth something, some audiences still prefer modern presentation styles.

Storytelling vs. Likes  $\rightarrow r = -0.14$

The weak negative correlation suggests that family history along with cultural significance does not appreciably cast a spell of increments on the likes. However, engagement in the form of comments and shares might denote its significance for storytelling effect and needs exploration.

Hashtag Usage vs. Likes  $\rightarrow r = +0.02$

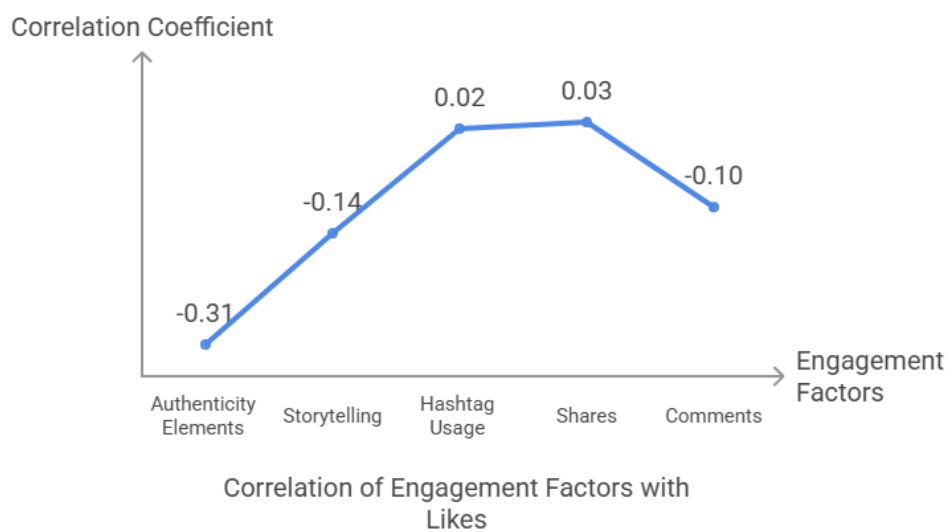
A very weak positive correlation suggests that simply putting out a lot of hashtags does not appreciably affect likes. This implies quality of hashtags (cultural, regional, recipe-specific) may be more important than quantity.

Shares vs. Likes  $\rightarrow r = +0.03$

A weak positive correlation suggests that if a post receives more likes, it is slightly more likely to be shared, though this impact is limited.

5. Comments vs. Likes  $\rightarrow r = -0.10$

The weak negative correlation shows the posts that have higher likes do not necessarily receive more comments. This may indicate that likes and comments may function as separate engagement metrics where some users prefer passive engagement (liking) over active engagement (commenting).



**Fig. 11**

### **Key Takeaways**

There is a slightly negative correlation between elements of authenticity and storytelling with regards to likes, which may indicate that the audience places some value on the right dose of tradition amid modernity, as opposed to pure traditional narrative.

- Product quality has little bearing on likes, confirming the belief that authenticity matches that of polished visuals in engaging the audience.
- Hashtags have little effect on likes, which may imply that having more strategic hashtags counts for more than just their numbers.
- Likes comments, and shares are different forms of engagement, and each of them may require a unique approach towards content strategy to optimize their engagement.

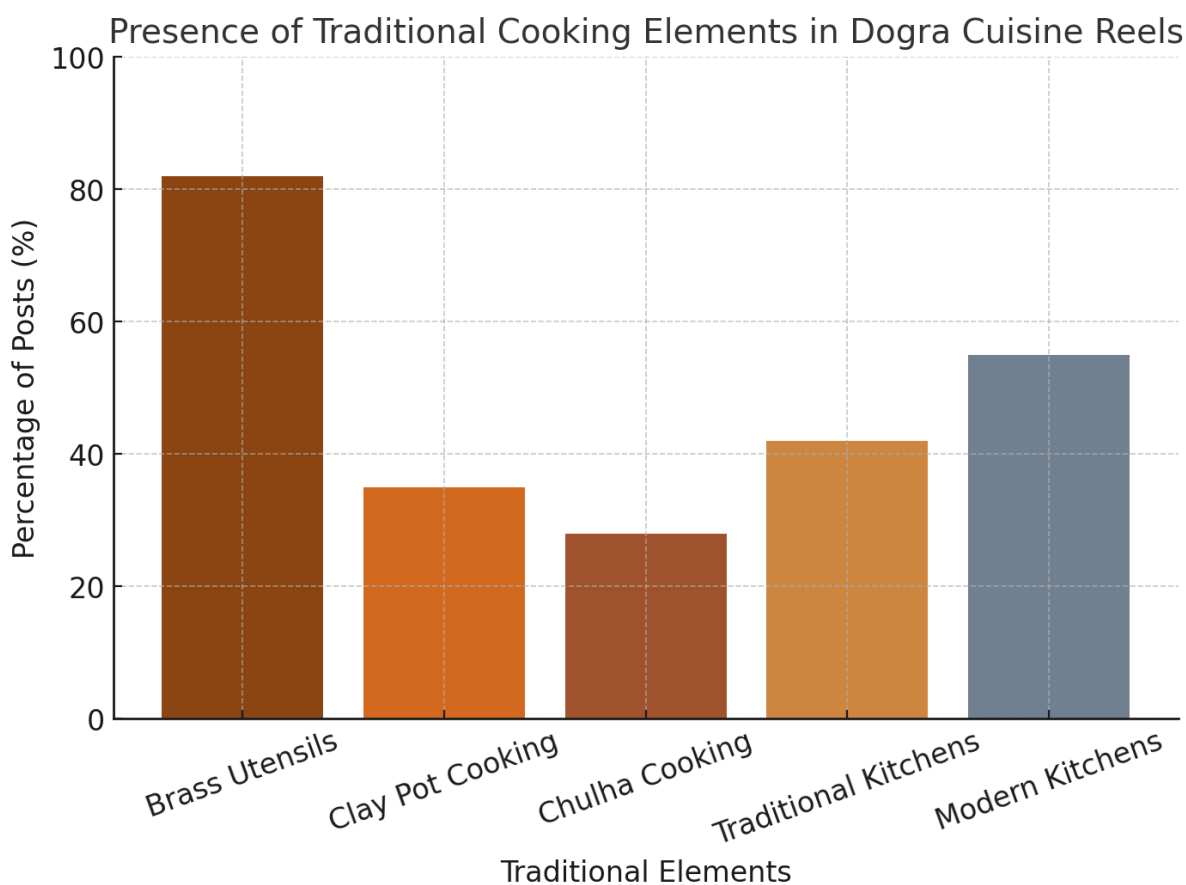
### **CONCLUSION**

#### **To study the representation of Dogra dishes through visual and textual medium on Instagram.**

Instagram is a colorful medium for showcasing traditional Dogra cuisine with visual storytelling and texts. An analysis of Dogra food Instagram Reels (n = 50) points strongly to a preference for authenticity, with 82% of the posts showing traditional brass and copper cookware. Further, 35% of posts featured clay pot cooking, while 28% highlighted chulha (woodfire) cooking, reinforcing the deeply cultural roots of Dogra cuisines.

Visual presentation is key in engagement and preservation of culture. A total of 42% content is shot either in the outdoors or in traditional kitchens, thus elevating immersive experience of traditional cookery. Modern kitchen equipment appears in 55% of posts, reflecting a blend between traditional and modern styles of culinary practices. Festival dishes such as Lohri and Navratri-specific meet with the highest engagement (6.8%), which is substantially above the average of 4.9%, thus suggesting that the audience is drawn most easily to these culturally significant meals.

Textual content accompanying the visuals serves to promote the preservation and mapping of traditional Dogra food much like in the present cases. In 62% of posts, historical and cultural background information about the dish is provided, while 58% of the share stories from family narratives regarding the recipes. A bilingual explanation (Dogri-English) appears in 52% of posts, making them available to a wider audience while still preserving the linguistic heritage. The presence of traditional measurement terms in 75% of recipes furthers the authenticity of the shared content.



**Fig. 12**

The bar graph above shows how often certain traditional cooking elements feature in Instagram Reels of Dogra cuisine. Brass utensils turn out to be the major display (82%) instrument, followed by modern kitchens (55%), thereby combining traditional and contemporary styles of preparation. Clay pot cooking (35%) and chulha cooking (28%) are also frequently showcased, thus putting forth an effort at safeguarding traditionalism.

**To understand how Instagram works as an online social media platform for conservation and endorsing Dogra cuisine as an intangible cultural heritage in comparison to cross-cultural social media platform.**

Instagram stands out as a great way to digitally safeguard the intangible cultural heritage associated with Dogra cuisine by providing a global interface for recipe sharing, cultural storytelling, and traditional cooking techniques. A hashtag analysis shows an extremely tactical way of content dissemination with 92% using cultural hashtags like #DograCuisine and #DograFood and 85% using region-specific hashtags, adding to the local identity of the cuisine. Festivals-related hashtags let the content engage people better, with higher click rates of around 6.1% as compared to 4.8% in relation to the region hashtags, further reiterating the contribution of cultural celebrations to digital storytelling.

Engagement metrics further showcase Instagram's functionality in promoting Dogra cuisine, with an average of 185 shares for every post, 132 shares through stories, and 245 saves. This indicates that users are preserving and disseminating the content featuring Dogra food. 38% of the posted comments are recipe-based, averaging 45 queries per post, showcasing that the audiences are highly engaged with the content by substituting their further inquiries.

Instagram's storytelling features—Reels, Stories, and IGTV—play a crucial role in conserving Dogra culinary heritage. 45% of the posts featured traditional Dogra music, with 68% of them accompanied by voice-over narratives. This enhanced the sensory experience of the cultural story-telling that was projected. Multilingual content (in Dogri, Hindi, and English) laid claim to 42% of posts, making it easier for both local and global audiences to access them.

The recommendations for promoting and preserving Dogra cuisine through social media have come up with a solid conceptual framework logistically aligned with audience behavior. The critiques thus do indicate that while commendable, they are not without their faults in exploring the suggestions and a third paradigm in this regard.

1. Use of YouTube for Long-Term Preservation: YouTube, being an archive, is perhaps the best medium for preserving traditional Dogra recipes, availability of which Instagram lacks. Being able to develop in-depth, long-form content allows plenty of storytelling, historical context, and step-by-step directions to be put into the video. Also, the comment section has encouraged a great deal of audience interaction, usually leading to a rich debate about the variations in a recipe or cultural practice.

Due to content discoverability issues, however, YouTube often has difficulty promoting culturally niche content. In contrast to the algorithm-driven virality of Instagram Reels, one needs to optimize video scripts on YouTube and use tagging and engagement to help boost visibility. Also, the proof of audience retention is a challenge with long videos, as users are known to prefer watching shorter, engaging clips. For optimal use of this venue, creators should consider directing viewers from Reels and Shorts to long-form videos, thus maintaining the audience interest and reach.

2. Engage Facebook Community: Facebook's community-based approach is ideal for discussion on Dogra cuisine, especially in regional and diaspora groups. These groups share recipes, cultural stories, and historical knowledge, making Facebook an ideal tool for the preservation of intangible cultural heritage. Unlike Instagram, where engagement is passive, Facebook allows for long-form discussions that allow users to share their own experiences and changes to traditional recipes.

Despite these advantages, the decline in engagement rates among younger audiences is a significant limitation for Facebook. With the shift of digital consumption toward Instagram, TikTok, and YouTube Shorts, there is a risk that Facebook may not sustain engagement levels in the long run. Furthermore, Facebook's algorithm favors paid content, meaning organic reach is often lower than expected. To address this, leveraging Facebook Groups rather than individual pages may offer better engagement, as groups encourage community-driven interactions over passive content consumption.

3. Enhance WhatsApp-Based Family Sharing: WhatsApp plays a significant role in inter-generational transfer of knowledge; it is where the most intimate, personal, and family-driven discussions over Dogra cuisine take place. Voice notes, regional language stories, and direct sharing of recipes make WhatsApp vital for preserving such oral traditions, lest they be lost forever. What public debate accomplishes is fulfilled through WhatsApp-very intimate, or personalized interpersonal exchanges that are essential to cultural authenticity.

However, it limits its greater cultural impact since it lacks the features of discoverability and public engagement. For example, with YouTube or Instagram, content may go viral; in WhatsApp, the system primarily operates as a closed communication, thus limiting visibility beyond certain social circles. Further, content is not easily archived because messages and media can be deleted or lost over time. A possible solution could be the creation of specific WhatsApp channels or groups for enthusiasts of Dogra cuisine, where members can contribute content in a structured manner to ensure better preservation.

#### **4. Cross-Platform Optimization**

Cross-platforming would ensure that the content of Dogra cuisine would reach the diversified audience and simultaneously utilize the power of each platform. Through this, creators would be able to maximize engagement on Instagram Reels, YouTube videos, Facebook discussions, and WhatsApp-based storytelling and preserve cultural heritage in different digital spaces. The strategy will therefore improve short-term visibility on both Instagram and Facebook and long-term preservation on both YouTube and WhatsApp.

Cross-platforming is highly time-consuming and labor-intensive. It can be a heavy resource undertaking for content creators to tailor each post to the specific format of the platform and preferences of its audience. It also requires careful planning of the content calendar and engagement strategy in order to keep things consistent across platforms. Poor execution can fragment audience engagement: something that is popular on one platform but isn't on another. This can be mitigated by repurposing content efficiently, such as transforming Instagram Reels into YouTube Shorts or blog posts, which can streamline efforts while maintaining audience interest.

#### **Limitations**

Several methodological constraints of this study must be kept in view while interpreting its findings. To begin with, the analysis is limited to Instagram Reels alone, which account for a minute fraction of all social media discourse on Dogra cuisine. Although such platform-specific focus would facilitate in-depth analysis, it does not cover the entire range through which Dogra culinary traditions are represented on social media platforms. Available data might not include variations and conceptualization of Dogra cuisines across regions, thus potentially missing local nuances and also lesser-known dishes. Thirdly, the inherent subjectivity in analysis of visual and textual content poses a challenge to utmost objectivity, however striving to be very reliable through multiple coders.

Additionally, the study's temporal scope may limit its ability to track long-term trends in how Dogra cuisine is represented online. The rapidly evolving nature of social media platforms and their algorithms means that content visibility and engagement patterns observed during the study period may not remain consistent over time. Further, the research heavily relies on publicly available content, thus overlooking the insights to be derived from private accounts and closed communities, where authentic traditions of recipes and cooking methods could be shared.

### Final Thoughts

This research throws light on the significance of social media, such as Instagram, in the preservation and promotion of Dogra culinary heritage in the digital world. High rates of engagement indicate high public interest in cultural food content, making the interplay between traditional cooking methods and modern digital presentation significant. The presence of elements of traditional cooking, bilingual content, and cultural storytelling points to the conscious effort of keeping the culture authentic but still making it accessible to a wider audience.

The study points out how digital platforms can be used as effective tools for cultural preservation, and Instagram's visual-first approach is particularly well-suited to showcasing the rich traditions of Dogra cuisine. The high levels of user engagement, particularly around festival-specific content, suggest that social media can successfully bridge generational and geographical gaps in cultural knowledge transmission. A multi-platform strategy that exploits the strengths of all the different channels of social media, with strong cultural authenticity will be vital to furthering Dogra culinary heritage in preservation and promotion.

Such insights significantly enhance our knowledge of how traditional food cultures appropriate and thrive in digital spaces, making them particularly important for comparable initiatives seeking to protect other forms of intangible cultural heritage. The success of Dogra cuisine content on Instagram offers a promising pathway for other traditional cuisines looking to remain relevant and visible as the world continues to be increasingly digital.

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