
The Role Of English In Marketing Sustainable Gastronomy For Internasional Tourists

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ABSTRACT

This study investigates the pivotal role of English in marketing sustainable local gastronomy to international tourists. Employing a qualitative descriptive approach through a comprehensive literature review, the research systematically synthesizes existing knowledge to formulate effective marketing strategies. Findings reveal four key strategies: strategic English branding and menu localization, enhanced English communication for tourist comfort and safety, digital and international English-centric promotion, and robust capacity building and training in English for sustainable gastronomy. These strategies are crucial for overcoming communication barriers, improving tourist experiences, and boosting global competitiveness. The study concludes that leveraging English is indispensable for articulating the unique value of sustainable local gastronomy, fostering cross-cultural understanding, and contributing to its long-term viability and economic prosperity on the international stage.

Keywords: *English; marketing; sustainable gastronomy; international tourists.*



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INTRODUCTION

In an increasingly interconnected global landscape, English has unequivocally emerged as the universal language of commerce and tourism, serving as a pivotal medium for cross-cultural communication (Ayu et al., 2021; Kandel, 2024; Kurniawan et al., 2023; Syafitri et al., 2023). Indonesia, renowned for its natural beauty and a rich tapestry of cultural heritage, holds immense potential to captivate international travelers, particularly through its vibrant and authentic local gastronomy (Fathayadimyati et al., 2025; Wibawati & Prabhawati, 2021). This unique culinary heritage, deeply rooted in local traditions and indigenous ingredients, offer an immersive and memorable experience for visitors. However, the full realization of this potential is frequently hindered by persistent communication barriers. In many local tourist destinations, such as Tanjung Bira beach in South Sulawesi, interactions often remain confined to Indonesian or regional languages, leading to significant limitations in information access for international visitors and consequently causing discomfort and confusion (Fathayadimyati et al., 2025). Such linguistic impediment directly impact tourist satisfaction, and by extension, impede the holistic development and sustainability of regional tourism.

The adoption of English is also increasingly evident within Indonesia's culinary sector. Business, particularly in urban centres are actively incorporating English into their branding and menu description as a marketing strategy. This approach is primarily driven by a desire to differentiate offerings, cultivate a modern image, and elevate perceived quality and prestige, thereby appealing to a broader consumer base (Nawa, 2023). While this can spark curiosity and suggest in international standard, consumer perceptions are often varied. Some embrace the uniqueness and sophistication, associating English names with modernity and professionalism. Conversely, others may experience frustration due to a lack of comprehension, leading to potential disappointment if the actual culinary experience does not align with the elevated expectations set by English language, or if it results in inefficient service due to communication breakdowns.

Existing scholarly literature has extensively explored the general importance of English and its role in business and marketing. Studies consistently affirm that English proficiency among tourism stakeholders is crucial for enhancing tourist comfort, ensuring safety, and fostering positive experience (Fathayadimyati et al., 2025; Kandel, 2024; Maulana & Munasifa, 2024; Syafitri et al., 2023). A significant limitation in the current body of research lies in the integrated understanding of how English specifically functions within the context of sustainable local gastronomy and its strategic marketing to international tourists. While individual aspects of language, tourism, and culinary business have been examined, there is a limited comprehensive framework that connects these elements to formulate actionable, sustainable marketing strategies that effectively leverage English for specific niche. Previous research often provides observational insights or analyses the impact of English on general tourism, but it rarely delves into the nuanced interplay between English proficiency, the unique characteristics of local gastronomy, and the imperative for attracting a global audience. This study intends to illuminate how English can be strategically employed to foster long-term growth and

appeal for local culinary experience on the international stage, while also contributing to sustainable tourism practices. The objective of this study is to formulate sustainable gastronomy marketing strategies by leveraging English.

LITERATURE REVIEW

The Role of English in Enhancing International Tourist Comfort in Sustainable Gastronomy

Sustainable gastronomy, in the context of local culinary tourism, encompasses practices that respect local food systems, cultural heritage, and environmental well-being, aiming to provide authentic experiences while ensuring long-term viability (Keskin & Aktas, 2024; Pramezwary et al., 2024; Wibawati & Prabhawati, 2021). This approach emphasizes responsible consumption and production, contributing to both economic prosperity and environmental preservation within the tourism sector. Effective communication is crucial for international tourist comfort (Fathayadimyati et al., 2025; Kandel, 2024; Maulana & Munasifa, 2024; Syafitri et al., 2023). In many Indonesian destinations, such as Tanjung Bira Beach, limited English proficiency among local tourism actors create communication barriers (Fathayadimyati et al., 2025). This restricts foreign tourists' access to vital information, leading to confusion and discomfort, and ultimately hindering regional tourist development (Fathayadimyati et al., 2025). Effective English communication skills are vital for managing tourist destinations. Clear, informative language is essential for optimal service delivery, from explaining local culture to responding to emergencies (Fathayadimyati et al., 2025). Enhanced English communication boosts customer satisfaction, motivates international visits, and improves service effectiveness (Fathayadimyati et al., 2025; Maulana & Munasifa, 2024; Syafitri et al., 2023).

The Contribution of English Language Use to the Competitiveness of Sustainable Gastronomy

English proficiency significantly enhances a tourist destination's value and competitiveness (Ayu et al., 2021; Fathayadimyati et al., 2025; Kurniawan et al., 2023). As a global language, English is a primary attraction for international tourists, fostering emotional connections and encouraging repeat visits (Fathayadimyati et al., 2025; Kandel, 2024). International promotion is strongly supported by English. Promotional materials in English reach a vast global audience (Fathayadimyati et al., 2025; W. R. Pratiwi et al., 2023). Appealing English content influences prospective tourists' decisions (Fathayadimyati et al., 2025). English proficiency also facilitates international collaboration. Local governments can partner with global travel agencies like Traveloka to promote tourism packages, expanding market reach and enhancing managerial capabilities through training and funding (Fathayadimyati et al., 2025; Maulana & Munasifa, 2024).

The Use of English in Marketing Sustainable Gastronomy

The use of English in culinary businesses acts as a marketing strategy to attract consumers through unique concepts and curiosity. This aims to elevate perceived quality and prestige. English naming can differentiate products and generate interest, even for familiar items (Nawa, 2023). However, this strategy's effectiveness hinges on market understanding. If the target audience doesn't understand English, the message may be lost. The perception of English as modern often appeals to younger demographics, potentially alienating older generations (Nawa, 2023).

Miscommunication and inefficiency can arise if consumers don't understand English terminology, causing service delays. To mitigate this, businesses should provide clear explanations, possibly through multilingual materials or visual aids. Indonesian law also emphasizes using Bahasa Indonesia for branding, highlighting the need to balance national language preservation with global appeal (Nawa, 2023). Effective English utilization for sustainable local gastronomy requires balancing international attraction with inclusive communication, supported by continuous English training for tourism stakeholders (Fathayadimyati et al., 2025; W. R. Pratiwi et al., 2023).

METHOD

Research Design and Flow of Thought

This study employs a qualitative research design with a descriptive analytical approach. The overarching flow of thought began with identifying a significant gap in the literature concerning the integrated role of English in marketing sustainable gastronomy for international tourists. This led to the formulation of specific research questions guiding the inquiry. The descriptive nature of the analysis allows for a comprehensive synthesis of findings from diverse sources, aiming to build a holistic understanding of the phenomenon rather than testing specific hypotheses.

Data Collection (Information Mining)

The primary data collection method for this study was a literature review. Secondary data, derived from the findings and analyses of other researchers, constituted the core of the information gathered. The search strategy focused on a combination of keywords and their variations, including:

"English language in tourism"

"Gastronomy tourism"

"Sustainable tourism"

"International tourists' comfort"

"Tourism competitiveness"

"Marketing strategies in tourism"

"English language proficiency in hospitality and culinary sectors"

"Local gastronomy marketing"

"English for Specific Purposes (ESP) in tourism"

Databases and academic platforms were systematically queried to identify peer-reviewed journal articles, conference papers, and relevant book chapters.

Analytical Techniques and Reference Standards

The collected data underwent a qualitative descriptive analysis, involving a multi-step process to ensure a critical and in-depth study:

1. **Data Screening and Selection:** Initial screening of titles and abstracts was performed to assess relevance to the research questions. Full texts of potentially relevant articles were then retrieved and reviewed.
2. **Information Extraction and Reduction:** Key arguments, findings, methodologies, and theoretical frameworks pertinent to the role of English in sustainable local gastronomy marketing were systematically extracted. Data reduction involved focusing on information directly addressing tourist comfort, competitiveness, and marketing strategies, while discarding extraneous details.
3. **Thematic Analysis and Synthesis:** Extracted information was subjected to thematic analysis. Recurring themes, patterns, and relationships across different studies were identified and categorized. This involved comparing and contrasting findings from various sources to synthesize a coherent narrative and identify areas of consensus, divergence, and emerging insights.
4. **Critical Evaluation:** Each piece of literature was critically evaluated for its methodology, findings, and contribution to the overall understanding of the research topic. This ensured that the synthesis was based on robust and credible evidence.
5. **Conclusion Drawing and Verification:** Based on the synthesized themes and critical evaluation, conclusions were drawn to answer the research questions. These conclusions were continuously verified against the original source materials to ensure accuracy and fidelity to the primary data. The analysis aimed to interpret the meanings and implications of the findings, contributing to a deeper understanding of the complex interplay between language, gastronomy, and sustainable tourism marketing.

RESULTS AND DISCUSSION

Formulated Strategies for Marketing Sustainable Local Gastronomy Leveraging English

Based on the literature, several key strategies emerge for effectively marketing sustainable local gastronomy to international tourists through the strategic utilization of English. These strategies are rooted in enhancing communication, building destination competitiveness, and fostering authentic cultural experiences.

1. **Strategic English Branding and Menu Localization:** The literature reveals a prevalent strategy where English is used in branding and menu descriptions to attract international consumers. This approach aims to differentiate offerings, cultivate a modern image, and elevate perceived quality and prestige. English naming can generate curiosity and interest, even for familiar local items, by presenting them in a novel and accessible way to a global audience. However, this must be balanced with

clarity, potentially through multilingual explanations or visual aids, to avoid miscommunication and ensure that the authenticity of the local gastronomy is not lost (Nawa, 2023).

2. **Enhanced English Communication for Tourist Comfort and Safety:** A fundamental strategy involves significantly improving English proficiency among all tourism stakeholders interacting with international visitors. This includes culinary entrepreneurs, service staff, tour guides, and local community members (Fathayadimyati et al., 2025; Katili et al., 2021; W. R. Pratiwi et al., 2023; Syafitri et al., 2023). Clear, informative English communication is essential for providing optimal service, explaining local culinary traditions, ingredients, and sustainable practices, and crucially, for responding to emergencies (Fathayadimyati et al., 2025). The presence of English signage and informational materials further builds tourist confidence and facilitates navigation within gastronomic destinations.
3. **Digital and International English-Centric Promotion:** Leveraging English for broad-reaching international promotion is a critical strategy. This involves creating high-quality English content for digital platforms such as websites and social media, as well as offline promotional materials like brochures and billboards (Fathayadimyati et al., 2025; W. R. Pratiwi et al., 2023; Syafitri et al., 2023). Appealing English content influences prospective tourists' decisions during their destination research, positioning local gastronomy as an attractive and accessible option. This also extends to strategic partnerships with global travel agencies and culinary organizations, utilizing English as the common language for collaboration and market expansion (Fathayadimyati et al., 2025; Maulana & Munasifa, 2024).
4. **Capacity Building and Training in English for Sustainable Gastronomy:** A proactive strategy involves implementing continuous English language training programs tailored for tourism and culinary personnel (Fathayadimyati et al., 2025; Katili et al., 2021; Y. Pratiwi, 2023). These programs should go beyond basic conversational English to include specific vocabulary related to local ingredients, cooking methods, cultural significance, and sustainable practices. The goal is to ensure that staff can articulate the unique value proposition of sustainable local gastronomy effectively to an international audience.

Discussion

The formulated strategies underscore the indispensable role of English in positioning sustainable local gastronomy as a compelling attraction for international tourists. These findings align with broader theories of tourism marketing and cross-cultural communication, while also highlighting the unique nuances within the gastronomy sector.

The effectiveness of the identified strategies stems from English's status as the global lingua franca, which inherently reduces communication barriers and broadens market reach (Ayu et al., 2021; Kandel, 2024; Kurniawan et al., 2023; Syafitri et al., 2023).

1. **For Tourist Comfort:** The ability of local stakeholders to communicate in English directly impacts tourist comfort by facilitating access to information, ensuring safety, and enabling richer cultural exchanges. When tourists can easily inquire about dishes, dietary restrictions, or the story behind a local ingredient, their experience becomes more personalized and enjoyable. This aligns with the service quality theory, where

clear and empathetic communication leads to higher customer satisfaction. The lack of English, conversely, leads to confusion and dissatisfaction, as seen in destinations with limited English proficiency.

2. **For Competitiveness:** English acts as a powerful competitive advantage. Destinations and culinary businesses that effectively use English in their branding and promotion are perceived as more modern, professional, and internationally oriented. This perception can attract a wider international audience, as English-language promotional materials are more accessible to a global market. The ability to engage in international collaborations, facilitated by English, further expands market reach and allows for the integration of local gastronomy into global tourism networks. This resonates with the concept of destination branding, where consistent and accessible messaging in a global language enhances appeal.
3. **For Sustainable Gastronomy:** The integration of English into marketing sustainable local gastronomy is crucial for conveying its unique value proposition. Sustainable gastronomy emphasizes local food systems, cultural heritage, and environmental well-being. English provides the medium to articulate these complex narratives to international visitors, educating them about the importance of responsible consumption and the cultural significance of traditional dishes. Without effective English communication, the nuanced aspects of sustainability and cultural authenticity might be lost on international tourists, reducing the impact of these unique selling points.

The findings largely conform with existing research on the importance of English in the broader tourism and hospitality sectors. Studies consistently show that English proficiency is a prerequisite for success in international tourism, influencing everything from employment opportunities to overall business progress (Kurniawan et al., 2023; Syafitri et al., 2023). The emphasis on training and capacity building in English aligns with recommendations from various studies advocating for improved human resources in tourism.

However, the literature also reveals a nuanced contradiction regarding the perception and application of English in local contexts. While English can confer prestige and attract a modern demographic, it can also alienate segments of the local population or lead to misinterpretations if not handled carefully (Nawa, 2023). This highlights a tension between global appeal and local authenticity. The use of English in branding, for instance, might be perceived as a "public deception" if the actual culinary experience does not match the elevated expectations set by the English name, or if it leads to higher prices without a corresponding increase in value. This suggests that while English is a powerful tool, its application must be culturally sensitive and genuinely reflect the product's value. The legal emphasis on Bahasa Indonesia for branding in Indonesia further underscores the need for a balanced linguistic approach that respects national identity while engaging international markets.

The novelty of this article lies in its specific focus on sustainable gastronomy and the strategic formulation of English-leveraged marketing strategies within this niche. While previous research has examined English in general tourism or culinary businesses, this study synthesizes these elements to provide actionable strategies tailored to the unique

demands of sustainability and authenticity in local food experiences for international visitors. It moves beyond simply stating the importance of English to outlining how it can be strategically integrated to achieve specific marketing objectives for sustainable gastronomy. The findings carry significant implications for various stakeholders involved in sustainable local gastronomy tourism. For Culinary Entrepreneurs and Businesses, they should invest in targeted English language training for their staff, focusing on culinary-specific vocabulary and cultural explanations. Marketing materials should incorporate clear, appealing English content that highlights the sustainable practices and cultural narratives behind their dishes. A balanced approach to English branding, perhaps combining local names with English descriptions, could be more effective.

Local Governments and Tourism Boards as policy makers should prioritize English language education and training programs for tourism communities, particularly those involved in gastronomy. They can also facilitate the creation of high-quality English promotional content for local gastronomic routes and events. Encouraging international collaborations through English-speaking platforms can further boost market reach. This research also provides implication for international tourists. These strategies aim to provide a more comfortable, informative, and authentic gastronomic experience, allowing tourists to fully appreciate the sustainable and cultural aspects of local cuisine. Overall, the effective leveraging of English is not merely about communication; it is about building bridges between local culinary traditions and a global audience, fostering understanding, appreciation, and ultimately, contributing to the long-term sustainability and economic prosperity of local gastronomy.

CONCLUSIONS

In conclusion, the strategic leveraging of English is indispensable for effectively marketing sustainable local gastronomy to international tourists. The formulated strategies encompassing strategic English branding and menu localization, enhanced English communication for tourist comfort and safety, digital and international English-centric promotion, and robust capacity building and training in English for sustainable gastronomy collectively form a comprehensive framework. These strategies are crucial for overcoming communication barriers, significantly improving international tourist comfort, and boosting the global competitiveness of local culinary offerings. While English serves as a powerful tool for global appeal, its implementation must be balanced with cultural sensitivity and a commitment to authenticity, ensuring that the unique value proposition of sustainable local gastronomy is clearly and genuinely conveyed. Ultimately, the effective integration of English into marketing efforts fosters deeper understanding, appreciation, and contributes to the long-term sustainability and economic prosperity of local gastronomic heritage on the international stage.

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