

THE POTENTIAL OF MUKBANG CONTENT ON YOUTUBE FOR THE CONNECTION BETWEEN KOREAN FOOD CULTURE AND VIETNAM YOUTH

Nguyen HT*, Le TMD, Nguyen PTA, Trao NH, Nguyen TNT
and Luu VKH

Department of Multimedia and communication - FPT University- Ho Chi Minh Campus, Viet Nam

Abstract: The media's relentless efforts to promote one country's cuisine to other countries are immense. The mukbang (online dining) trend has recently become a strong trend in the media industry, more than food technology. According to the research, mukbang has the potential to promote the multinational culture that is now a promising national cuisine. This research paper tested using a combination of methods and identified prominent cultural factors that could be considered for inclusion in mukbang content that could be viewed by media, advertisers or countries. consider applying and expanding the research to put into practice the promotion of national culinary culture.

Previous studies of mukbang have, for the most part, pointed to the mental and physical health problems associated with watching mukbang as well as its effects on the human body. However, the preceding studies have not taken into account the trend's strong communicativeness as a promising form of advertising for the food industry, which is a country's culinary culture in its advertising. The study will examine the potential of this type of food through dishes of Vietnamese culinary culture appearing on Mukbang content and shown in Korea.

Through the method of analyzing content coming from mukbang videos posted by Koreans using dishes imbued with Vietnamese culinary culture, the study analyzes and considers the possibility of promoting Vietnamese culinary culture through this type. In addition, through quantitative methods and analysis using the SPSS platform, this advanced research paper examines the awareness of Vietnamese youth about this form of culinary culture promotion in the potential to promote and expand the culture of Vietnamese cuisine. National cuisine in other countries where it is intercultural.

According to the results of an experimental study using a combination of many research methods, it has been shown that at least 8 cultural factors are included in the current popular mukbang content and through the survey as well. The analysis of these factors contributes to increasing the influence of Korean culinary culture to reach foreign audiences, but here specifically Vietnam. The results can be seen as very promising because of the mukbang trend. has the potential to become a new

*Corresponding Author's Email: truongnhSS160439@fpt.edu.vn



form of advertising for the food industry in the media. When using mukbang content in combination with content promoting a country's culinary culture, there will be potential effects. This study also pioneers in examining the potential of this type of research and its application as a new form of advertising. **Keywords:** Mukbang, culture, media, youth, advertising.

Introduction

The concept of food culture is built on the words food and culture, culinary culture offers a comprehensive concept including usage, tradition, practice, artifact, structure, norms, situations, and symbols, as well as the context and environment in which food is conceived, developed, become and exists. Norwegian anthropologist Marianne Lien stated:

“Culinary culture refers to the total knowledge and experience of a given group, taking into account the standards, values, and presentation of food, as well as real foods and dishes.”ⁱ

Food is inherently a daily and very close thing, but it has increasingly played an important role in cultural and spiritual factors. The simplest way to understand more about the history and people of that country is to learn about the rich traditional cuisine of that country.ⁱⁱ

In Korea, food culture is formed through the history of agriculture. Korean food has long been famous around the world in terms of nutrition, cooking science, and culture. In the current era of globalization, it is extremely special and important to thoroughly, in-depth, and define the identity of Korean cuisine. Koreans have long said,

“Our most Korean things will shine on the international stage” and this is certainly the heart of every Korean today.ⁱⁱⁱ

Mukbang or meokbang, is a compound word in Korean where "eating" is mukja, "broadcasting" is bangsong. Mukbang is a form of eating while recording, also known as a food show, a broadcast program. online audiovisual in which the presenter consumes various amounts of food while interacting with the audience and has grown in popularity from around 2008 to the present.^{iv}

According to scientific research, Mukbang is also considered a form of recording that combines eating and ASMR (Autonomous Sensory Meridian Response). Realistic ASMR sounds will increase the excitement for viewers.^v

The purpose of mukbang is also sometimes educational, introducing viewers to regional specialties or delicious places to eat.

According to anthropologist Mary Douglas (1972), some of the most important social relationships occur around food and parties (see also Levi Strauss 1964). Mukbang as well as an online meal or party for young people in society. There are many reasons why mukbang is popular among young people. First, it has been reported that the reduction in feelings of loneliness associated with eating out alone may be the main reason why mukbang has become so popular. As the mukbang's large audience consumes this digital content, they form social connections with others, serving to satisfy people's desire to socialize and share food.^{vi}

Koreans always appreciate humility, love family, children are filial to parents, and respect elders. That makes in Korea a popular culture of eating together. When eating, Koreans not only sit together at the table but also share the dishes on the table. As the number of singles increases and the intergenerational landscape changes in South Korea, fewer people eat with their families. In today's generation, watching mukbang via online TV is seen as an alternative way to satisfy shared cravings with others. Based on the comments surveyed on YouTube, people watch mukbang videos while they are eating; in other words, many young Koreans consider mukbang to be their new eating buddy.

Also, to increase audience satisfaction, mukbang creators intentionally eat out loud or place food near viewers. Through these visual and auditory stimuli, mukbang viewers feel that their cravings are satisfied indirectly. Those are the two main reasons why Mukbang is so popular and accessible to today's youth.^{vii}

Mukbang is usually pre-recorded or live streamed via webcast on streaming platforms such as AfreecaTV(2010), YouTube, TikTok, and Twitch. Currently, mukbang is especially popular on the youtube platform.^{viii}

One of the opportunities for Mukbang to appear on Youtube was in 2015, when a famous American YouTube star uploaded a video commenting on Korean mukbang, the number of mukbangers and their viewers increased rapidly all over the world, with famous mukbangers having millions of followers and their videos being viewed by tens of thousands of people in a very short time.^{ix}

Since then, with the explosion in user levels and the utility of features from Youtube such as freedom of interaction.^x

A study conducted by Seoul National University found that over a two-year period (April 2017 to April 2019), the term "mukbang" was used in more than 100,000 videos from YouTube. Originating in Korea, mukbang has expanded rapidly beyond the borders and limits of both the physical and digital realms; attract attention from a global audience.^{xi}

In this research paper, we discuss the subject of Korean food culture introduced to Vietnamese youth through Mukbang videos on Youtube. We examine two issues: “Are the elements of food culture that make Mukbang in Korea attractive to young Vietnamese?”. We will then test those factors again by surveying Vietnamese youth's perception of those cultural elements and expanding to see if mukbang on the YouTube platform comes with cultural connections between Korean cuisine and Vietnamese youth. Second, we also examined young people's awareness of the potential of mukbang content on the YouTube platform to connect between Korean food culture and Vietnamese youth. From that, it can be understood that watching videos on social networks, specifically here, watching Mukbang videos on Youtube has affected the perception and behavior of viewers.

The prominent cultural factors in food have been identified by the review paper and can be included in online mukbang content so that the media can consider expanding the research to include false advertising in practice. spread national culinary culture to other countries.

Literature Review

Cross-Cultural

Adaptation

Cross-cultural communication is a communication process involving people from different socio-cultural backgrounds. In situations like these, the communicator and communicator often misinterpret the message because each individual has a different culture. Cultural differences contribute to the purpose of life and the way in which communication is also strongly influenced by the language, rules, and norms of each culture chemical.^{xii}

As people communicate through mass media, these issues become even more apparent about the influence of different cultures on communication, especially when communicating cross-culturally through watching mukbang on the youtube platform. It is the influence of two different cultures that has created a new form of cultural connection between countries, here is the culture between Korea and Vietnam.

According to Gudykunst and Kim, while interacting with various settings, a person must go through a process of adaptation. Cultural adaptation and cross-cultural adaptation are the two phases of adaptation for an individual. After going through socialization, cross-cultural adaptation happens when an immigrant starts interacting with a different culture. Over time, immigrants gained an understanding of the local culture and started to follow its customs and beliefs. After relocating to an unfamiliar socio-cultural context, people frequently attempt to

build reciprocal and functional relationships with a more stable environment. This is known as cross-cultural adaptation. To achieve conformity between the individual and the environment, this procedure is used.

The present study by Y. S. Kim & Y. Y. Kim (2016) examines the reciprocal relationships given in four of the 21 most relevant theorems directly related to understanding the role of ethnicity in shaping adaptation process of international students in the US:^{xiii}

(1) “The greater the ethnic closeness, the greater the host's ability to communicate” (theorem 16); (2) “The greater the ethnic closeness, the greater the host's ability to communicate between individuals and the masses (theorem 17); (3) “The greater the communication capacity of the host, the greater the intercultural variation” (functional relevance, psychological health, and intercultural identity) (theorem 3); (4) “The greater the host’s interpersonal and mass communication, the more transformative the interpersonal and mass communication” (functional fit, psychological well-being, and associated identity is). culture) (theorem 5).

Theory Ethnic Proximity and Cross-Cultural Adaptation: A Study of Asian and European Students in the United States.^{xiv}

This was applied to the study. Based on a survey of 314 Chinese university students studying at eight universities in the northern region of Thailand, this study analyzed the factors affecting the multicultural adaptation process of these students.^{xv}

This Chinese student. It tested Young Yun Kim's structural model, which includes six dimensions that define aspects of international students' cross-cultural adaptation. Quantitative research method is applied in this article by using structured questionnaires as primary data collection tool. Data analysis was performed using Pearson's Correlation and Multiple Regression. The findings indicate that five dimensions, i.e. Communicative Competence (CC), Host Social Communication (HSC), Intercultural Transformation (IT), Environment (EN) and Predisposition (PR)) are important determinants of Chinese students' cross-cultural adaptation. Furthermore, nine of these five influencing factors have a significant positive impact on the multicultural adaptation process. Therefore, they are considered as the main influencing factors.

Youtube - a means of cultural connection

One of the most popular video-sharing websites in the world, YouTube has more than a billion subscribers and accounts for almost a third of all internet users, contributing significantly to popular culture. YouTube, a mostly user-generated platform that depends on content creators

(also known as YouTubers or vloggers) producing video blogs (vlogs), has been instrumental in the emergence of a new branch of digital professions in 2015.

A new professional genre of "how-to-tutorials" has emerged as a result of the creation and marketing of profitable channels by vloggers working in this field.^{xvi}

Bloom and Johnston (2010) come to the conclusion that YouTube can serve as a tool to promote cross-cultural understanding between students and teachers and their respective peers locally and globally.^{xvii}

In a slightly different vein, Morain and Swarts (2012), which evaluate tutorials more holistically, argue that user-generated instructional videos can be seen as "a form of technical communication new algorithm" meaning, uses multimodality to create and thus proposes a set of criteria for evaluating the content and creation quality of such videos and the performance within.^{xviii}

Hypothesis

The present study conducted a scoping review to find answers to the following hypothesis: 'It is hypothesized that factors of culinary culture are the reason why mukbang in Korea can attract young Vietnamese, especially Vietnamese students' and 'It is hypothesized that Vietnamese students perceived mukbang contents on youtube have a potential in cross-cultural communication between Vietnam and Korea.'

In this research paper, we have established a set of questions to survey the audience and the responses will be used to collect information and data. This set of questions combined with two research methods, content analysis, and quantification, will achieve the goals of the study, which are to survey Vietnamese youth's perception of the potential to connect Korean culinary culture to the Vietnamese youth community and determine the relationship between the factors contributing to that connection.

Method

Content analysis

Content analysis can be viewed as a scientific study of communication content. The word content will be mentioned by the subject to what is in a message, while the process of performing analysis from what is in the message will contribute to the explanation of the content mentioned. Content analysis is viewed as a methodological tool, which is a useful observational method for analysis.

The content of the message will be able to form the basis or center to draw inferences and conclusions about the content (Frankfort-Nachmias & Nachmias, 1996). There are many definitions of content analysis as a tool of social science methodology. According to Berelson (1952), “content analysis is a research technique that aims to objectively, systematically, and quantitatively describe the apparent content of communication. Holsti (1968) asserts that it is any technique for making inferences by systematically and objectively determining the specific characteristics of one or more messages while Kerlinger (1986) defines analysis. Content analysis is a method that involves the systematic study and analysis of communication. An objective and quantitative way for the purpose of measuring variables. Content analysis has also been defined as a technique for generating valid and scalable inferences from data to their context (Krippendorff, 1980).^{xix}

By the method of content analysis above, the YouTube channels about mukbang selected by this study will review and analyze their content to point out the characteristics and perspectives on the potential of this type. Through this content analysis method, it will show the similarities in the content used, so that it can be considered the similarity to Mukbang content on Youtube that has the potential to connect the culinary cultures of different countries.

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) stems from a critical theory of language which sees the use of language as a form of social practice. All social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or contested and different interests are served.

Fairclough's (1989, 1995) model for CDA consists of three interrelated processes of analysis tied to three interrelated dimensions of discourse. These three dimensions are:

1. The object of analysis (including verbal, visual, or verbal and visual texts).
2. The processes by means of which the object is produced and received (writing/ speaking/designing and reading/listening/viewing) by human subjects.
3. The socio-historical conditions which govern these processes.^{xx}

Discourse analysis was used in this study to analyze the meaning of videos in selected case studies through content, context, dialogue, expressions, gestures, characters' facial expressions, decoration food, taste of food through character comments, stories, culture of dishes, and more. Thereby, identifying factors that contribute to connecting Korean culinary culture to the audience.

Case study

The study selected the following channels: YewonTV channel, SunseonTV channel, Chaewon Family channel. All three of these Youtube channels have a great interest from Vietnamese audiences, each video has thousands of comments and most of them are interested by Vietnamese people. Considering that these 3 Youtube channels have been successful in the role of cultural connection between Vietnam and Korea, this is the reason for choosing them to be the case study of the study.

YewonTV channel with 1.36 million subscribers on youtube platform. The topic of the channel is to share life in Korea and its food culture. The channel's videos of eating while being recorded became popular and received by many Vietnamese people, the highest mukbang video reached 2.8 million views and received 1407 comments from the Vietnamese audience.

Arguably, Yewon TV is the most effective channel for transmitting Korean culinary culture to Vietnamese people today. ^{xxi}

Sunseon TV channel owns 535,000 subscribers on youtube platform. Korean YouTubers share Korean food culture through videos introducing and eating their country's typical dishes.

The highest mukbang video reached 1.4 million views, and received 764 comments, of which 762 comments were from Vietnamese people. ^{xxii}

Chaewon Family channel with 385 thousand subscribers on Youtube platform, Pham Kim Chi (owner of this Youtube channel) founded the channel with the desire that Vietnamese audiences learn Korean culture and enjoy delicious food. Kim Chi's video output frequency is quite regular. Almost every day, she posts videos with content mainly revolving around eating and daily life.

The highest mukbang video attracted more than 1.6 million views and received 886 comments from Vietnamese people. ^{xxiii}

Quantitative method through survey

In this study, the erroneously formulated quantitative method tested the youth subjects here again on their perception of the potential of mukbang content on the youtube platform to the connection between the wet culture and the culture of Korean cuisine and Vietnamese youth

In this method, the study conducted a survey through a survey to test the subjects participating in the study “testing target theories by identifying relationships between variables...” ^{xxiv}

Survey participants ensure to have watched mukbang content at least 1 out of 3 Youtube channels about mukbang above once in their life.

The research has combined 3 research methods: Critical discourse analysis, content analysis and survey - using SPSS to run correlation and give results. With CDA, summarize and highlight the cultural factors that are prominently used in the selected case studies, then through the content analysis method to deeply analyze the case study content and used factors. correlated with analytical factors from CDA, and finally through quantitative survey, mistakenly survey opinion and actual assessment from audience in their experience.

Sample selection

The survey was conducted for 1 week and focused on 1 main group: young Vietnamese and here the study focused on Vietnamese students (aged 18 to 22 years old, in both biological sexes). Participants from the groups were not directly selected by the researchers, but voluntarily answered the survey questions by responding to a public online survey, posted in student groups on social networks, specifically on Facebook.

According to Yamane Taro (1967), the determination of sample size will be divided into two cases: the population is unknown and the population is known. In this study, we select the number of samples according to the formula that does not determine the population size:

We will use the following formula:

$$n = Z^2 \times \frac{p \times (1-p)}{e^2}$$

n: sample size to be determined.

Z: the confidence used is 95% corresponding to $Z = 1.96$.

p: success rate n sample size estimation $p = 0.5$

e: allowable error, where $e = \pm 0.05$.

From the above formula, the study gives a sample number of $n = 385$.

Procedures

State 1

The study selected 3 videos about Korean cuisine (with the highest engagement in this category) from 3 Youtube channels to be considered as case studies in the research paper. Then apply the Content Analysis method to these 3 case studies to analyze and give characteristics and factors to answer the hypothesis of the study.

The first is YewonTV channel and next is the SunseonTV channel. Finally, the Chaewon Family channel. With the combination of two methods of Content analysis and Critical Discourse Analysis, the research analyzes the videos from the 3 channels above through the basic factors: Context, dialogue, character emotions and food images. In addition, based on this method, we evaluate the typical comments of the channel as well as evaluate the case studies based on the theories mentioned. In the case studies of this study, analysis based on these factors will be performed to clarify the specificity of Mukbang content. All three case studies will be analyzed and clarified in the Result section of this study.

Finally, in stage 1, the coding process of content analysis is carried out to form a table showing the commonalities of the culinary cultural factors indicated through related case studies.

Stase 2

After a series of analyzes from the three case studies above, the study has identified and identified the characteristics that those videos use and affect the connection of food culture. Based on the found characteristics, the study conducts a large-scale survey (survey) and quantitative analysis with the support of SPSS software to again confirm the correctness of the characteristics. The points discovered from the above case studies, as well as examining the influence of each feature in promoting the connection of culinary culture through Mukbang content and cultural connection between Korea and Vietnam.

The survey was conducted based on teenagers who are private University students at 5 campuses in Vietnam. Survey participants must watch mukbang at least once in their life and know one or all of the three case studies above. Through the questionnaire to conduct the survey. After receiving the results, the research team will analyze the data received through SPSS software and analyze the results to answer the hypotheses that have been posed, which will be answered in the Result section.

Materials

The study was carried out through two main phases. The mukbang content analysis phase and the perception survey phase.

At the content analysis phase - Phase 1. The research selected a case study that was 1 video of each Youtube channel after YewonTV Channel, SunseonTV channel, Chaewon Family channel. Then use the content analysis method to analyze the elements and characteristics of the case studies to find common ground between them in promoting and connecting Korean culinary culture to Vietnamese youth Male through mukbang content.

At the cognitive survey stage - Stage 2. The measurement method used by the research is "Questionnaire" (questionnaire). The questionnaire consists of a total of 16 questions divided into 5 items, aiming to collect information from the subjects about their perception of the potential of Korean culinary elements to attract Vietnamese young people as well as the potential connecting culinary culture between Vietnam and Korea.

The first four questions in the personal information section are intended to collect information about the participants. In the first three questions, information includes first and last name (optional), age and gender. In the second question, they will be asked to fill in their email to increase the authenticity of the study. In the second section, there were questions related to the background knowledge of mukbang to survey the participants' understanding of the form of mukbang including their knowledge and interest in the form of eating while eating. this recording. Moreover, this section also aimed to survey the media channels that the participants regularly watched mukbang and how often they used those channels. At full, we also gradually exclude participants who do not know the subject of the research topic.

The third item is a set of questions to survey participants' awareness of their own mukbang in Korea. In it, there will be the question of whether they know the case studies of the study to test the level of awareness and influence of the case studies on the research subjects as well as to check the credibility of the cases. study that the study has selected.

The fourth item is a set of in-depth questions on the perception of the participants to examine the influence of factors that help the Korean culinary culture to develop. In the last section, item 5, we created questions to survey participants in Vietnam whether they are interested in Korean cuisine and how they rate the connection between cultures. Korean cuisine to Vietnamese youth. From there, we come to the last question, which is to evaluate the influence of factors (appeared in item 4) in connecting Vietnamese-Korean culture.

Results

Case study

Sunseon TV: OCTOPUS, KIMCHI AND ONION HOT POT MUKBANG EATING SHOW! ^과
김치 와 불낙 전골 만들기!^{xxv}

Background

With the topic "Cooking hot pot with octopus beef and kimchi with mukbang eating show", the most viewed video about Mukbang on SunseonTV's Youtube channel with 1.4 million viewers, 764 comments. The reason the video received such importance is because Kim Chi and Octopus Beef Hotpot are two traditional and national dishes in Korea. Vietnamese people have heard and known the name of this dish. However, they also want to see more Koreans will cook and cook that Korean standard dish, especially to see that the cook is an original Korean (the channel owner's mother-in-law). The video has contributed to spreading Korean food culture to viewers, especially here, most of them are Vietnamese audiences. A significant contribution to making the video famous is the natural, intimate storytelling that brings the warm family atmosphere that the channel owner brings.

Table 1: Audience comments about the interest and interest in the video

Account	Comment in Vietnam language	Comment was translated	Evaluate
@user-cd3yh5xn6n 5xn6n	Đây là một kênh ẩm thực Hàn rất hữu ích cho các cô dâu Việt lấy chồng Hàn . Chị Đại là một đầu bếp rất giỏi , nhanh nhẹn , chăm chỉ ; mong rằng kênh chị phát triển mạnh đem đến cho mọi người các món ăn truyền thống Hàn & đó cũng là cách hướng dẫn cho các cô dâu Việt học hỏi rất hay ! Chúc chị Đại nhiều SK , vui vẻ & hạnh phúc !	This is a very useful Korean food channel for Vietnamese brides marrying Koreans. Ms. Dai is a very good cook , agile , and hardworking ; I hope your channel thrives to bring everyone traditional Korean dishes & it's also a great way for Vietnamese brides to learn! Wishing you a lot of SK, fun & happiness!	The video has received special love and wishes from the audience. In addition, it is also instructive and educational about Korean traditional food for Vietnamese people to learn
hong le @hongle697 1	Chả biết nó ngon thế nào chứ nhìn họ ăn là thấy ngon rồi	I don't know how delicious it is, but seeing them eat it makes me feel good	The mukbang video has stimulated the audience's curiosity about the food
@tranthanht hien8208	Em phải ăn những món hàn rất là ngon em phải nhất là mì tương đen	I like to eat very delicious Korean food,	Through the mukbang video, Korean food has

		my favorite is black bean paste noodles	been known and loved by Vietnamese audiences
@user-kw8ne6yy5u	Đã tìm ra dc kênh nấu ăn ưa thích, toàn món tui thích ko, like	Found my favorite cooking channel, all my favorite dishes, like	The mukbang channel attracts special love from the audience among countless other mukbang channels
Tuyết lê @user-wt7uq3bz9s	Nhìn kim chi hành thèm chảy nước miếng	Looking at the onion kimchi makes my mouth water	The video through the dish is kimchi (traditional Korean food) stimulated the audience's taste buds
@phuongho4599	Lần nào chuẩn bị ăn là phải nhảy vào xem kênh cj đại thì ăn mới ngon đc.kkk	Whenever I'm about to eat, I have to jump in to watch the big sister's channel to eat well.kkk	Watching mukbang videos has become a habit, a hobby to make the audience can eat more delicious

Overall rating of the video based on the reviewed theories and other related theories

Based on the theory of Cross Cultural Adaptation & Communication Behavior Regional Student of Tanri Abeng University mentions the influence of different cultures on communication when people communicate through mass media. We decided to choose the video with the title "COOKING OCTOBER FOOD AND MUKBANG EATING SHOW" after watching the whole video, and noticed the highlight of the Korean food culture that is different from the rest of the world, Vietnam. Specifically, the highlight we are talking about is the "Iron Lid" kitchen tool mentioned by the owner of Sunseon TV channel, in her words, the "Iron Lid" with monolithic round structure is This iron made of iron is not only a kitchen utensil used in ordinary baked goods, but also considered as a symbol of Korean culture because of its history through its appearance. Contrary to this culture of the Koreans, Vietnam is known for its culture of grilling food on a charcoal stove with a grid-shaped grill to clamp food or items with similar structures and features. It is this difference that creates an opportunity to learn about each other's cultures between Korea and Vietnam.

The study based on Discourse Analysis analyzed the main elements of this video: the setting, the character's dialogue, the character's emotions and the image of the dish when it appeared. This video is divided into 2 main parts, part 1 is the preliminary preparation and cooking stage, part 2 is the enjoying phase - Mukbang dish. The study will delve into the analysis of each stage through the following factors:

Background

Sunseon TV regularly uploads videos with Mukbang content at least 3 videos per week on her Youtube channel. The dishes on the channel are extremely diverse and interesting to the audience, especially the Vietnamese audience. In the previous video, many viewers asked Sunseon TV to make typical traditional Korean dishes. According to the wishes and requests of the audience, the Youtube channel in this video episode chose the dish "Beef hot pot" octopus and onion kimchi” - this is considered one of the typical dishes for Korean culture. Beef octopus and onion kimchi hotpot is a traditional Korean dish. This is a dish made from octopus beef and onion kimchi, cooked in a pan with different spices and ingredients. This hot pot is considered one of the typical Korean dishes and is loved by Koreans and tourists.

Character development and dialogue

Part 1: Different from other normal Mukbang videos, in this video Sunseon TV has done more cooking in a very popular way. The very common way here is that she prepares food in the kitchen in the family garden with her mother-in-law, cooking utensils, spices, ingredients,... are all normal things, they are available from home for processing... not professionally like cooking in a kitchen or restaurant. This factor plays an important role in helping the audience know and understand more about the life of eating and preparing dishes through the daily life of a Korean family as well as the ingredients in food processing. daily food that Korean people used. In addition, in the process of making the dish, she also introduces the surrounding environment where she lives and interacts with the people here including neighbors, sister-in-law and grandchildren. Two types of languages are continuously used in the video: Korean and Vietnamese. The character of the mother-in-law will speak in Korean (because she is Korean) and the owner of this Youtube channel will translate it into Vietnamese. In the first seconds of the video from 0:25 to 0:45, there is a conversation between the mother-in-law and her daughter-in-law (Sunseon TV channel owner) as follows:

Sunseon: 오늘은 파와 쇠고기, 오징어를 넣어 김치전골을 만들어 볼게요. 이것은 요리의 훌륭한 조합입니다

Sunseon : Today I will make scallion hot pot with beef and squid. This is a delicious combo

This conversation is the first part of the video that also introduces the dish as well as the attractiveness of the dish chosen by the owner of this Youtube channel.

Next is the food processing process, which is detailed by the way of processing and the ingredients used. Especially the following conversation from 2:22 to 2:37 is as follows

Sunseon: 이 요리는 손으로 섞으면 아주 맛있습니다.

Sunseon TV: This dish, especially mixed by hand, will be very delicious.

Through the above sharing, the audience has more tips as well as experience to learn how to cook this dish from the locals to make the dish the best.

Part 2: In this section, it mainly shows that the mukbang content used in the video is the process of enjoying food of the Sunseon TV family. True to the nature of the usual mukbang, this part has little dialogue but mainly focuses on the enjoyment of the food as well as the sound emitted when eating that dish to make the audience crave this dish. This section also guides how to eat the food and how to enjoy the food properly and correctly. In addition, there are a series of lines of the channel owner when eating the dish such as: "Delicious and delicious, my daughter's son is delicious' ". There is also the sound emitted when enjoying dishes such as eating vegetables, slurping broth, the sound of swallowing food recorded very clearly and truthfully by the owner of Sunseon TV channel, creating cravings for the audience. Especially in this section are the dialogues about the taste of the food, the aroma and the evaluation of the dish such as "So delicious, so attractive", "The taste is amazing", "It's so flavorful" by Sunseon TV extremely rich expression.

Character Emotions

The main character's emotions are one of the most important factors leading to the success of mukbang content.

Part 1: at the beginning of the video is the process of preparing food, the characters all have normal emotions because they are familiar with Korean cooking culture and especially in the family, but always keep positive emotions and having fun when communicating with relatives and chatting with the audience during a meal creates a feeling of joy before a meal.

Part 2: in this section, focus on a series of characters' emotions to create the atmosphere for the meal. First, when the dish has just been completed, there is a feeling of exhilaration and excitement after the processing and waiting process, followed by the expectation of the food being cooked and the hope of enjoying the food. In the process of enjoying the food is a series of expressions such as surprise, greatness and joy to show the deliciousness of the food. Emotions such as satisfaction and satisfaction are expressed through the characters' expressions

when watching, inhaling while enjoying the food, closing their eyes and enjoying the broth. The segment from 19:40 to 19:50 is the number one series of hand raising gestures, indicating extremely delicious and attractive food. The atmosphere of the meal was also extremely happy and full of positive emotions.

Food image: The presentation of oyster dishes, the way to cook the dish shown in the video is also one of the factors contributing to the expression of the culinary culture of that dish.

Part 1: The ingredients to prepare the dish presented in the video are very clear, the colors are fresh, through the presentation can be judged as fresh ingredients. In the process of preparing the dish, the ingredients are introduced by the owner of the Youtube channel as well as the processing instructions. In the segment from 1:50 to 2:10 is the scene of adding spices to the dish, including a dark red ingredient called kimchi seasoning, which is considered an indispensable seasoning in dishes. Korean food, with the bold and bold red color typical of Korean cuisine. In addition, from the 5:07 to 5:56 segment, it also mentions that the cooking utensil is a black iron lid and is very heavy, Sunseon TV also said that this is a very old Korean cooking tool. Country. Next is the process of arranging the dish on the lid which is clearly shown on the video. Ingredients such as vegetables, mushrooms, and broth are presented in a hot pan first, after the pan is hot and boiling, the squid is added to increase freshness and deliciousness. The broth is constantly added with soy sauce, which can be considered extremely bold and bold (Korean eating habits).

Chaewon Family: Wife Away From Home 2 Three Children Chaewon Self-Recorded Video How It Will Be, Spicy Noodles With Kim Chi [Korea] ^{xxvi}

Background

Chaewon Family channel's highest mukbang video attracted more than 1.6 million views and received 886 comments from Vietnamese people.

Kimchi and spicy noodles are two of the typical Korean dishes. These two dishes have been introduced to Vietnam in the past 10 years and they have been warmly received by Vietnamese people, especially young people. Especially impressive in the clip is that when the mother (Vietnamese) was not at home, two or three Koreans filmed a mukbang video of spicy noodles and kimchi, black interspersed in which there was also a picture of a girl using Vietnamese language to communicate. With such an expression, Korean traditional culinary culture has made Vietnamese audiences more interested when they have just learned about Korean food but still see the silhouette of the homeland of Vietnam. Video with 398 thousand views, 777 comments.

Table 2: Audience comments about the interest and interest in the video

Account	Comment in Vietnam language	Comment was translated	Evaluate
@user-v11lu2qt11	Nhìn ông bố kim ăn mì thấy ngon, và muốn ăn theo ông luôn.. Hai cha con nói chuyện dễ cưng ghê	Seeing Kim's father eating noodles is delicious, and I want to eat with him.. Father and son talk so cute	Not only the food is delicious, but the emotions and performance of the mukbang people also make the audience love it
@lyhoang3109	Nhìn ba by ăn mà thấy thèm ăn cái trứng trong vòng 1 nốt nhạc, mì thì gấp 1 đũa bằng tui ăn cả tô	Seeing my father eat it, I feel craving for an egg within 1 note, noodles can take 1 chopstick as much as I eat a whole bowl	Watching a mukbang video has the ability to stimulate the audience's taste buds
@user-fd6rg4be7r	Ngon quá xịu luôn	It's so delicious	Beautiful food images, colors, are also factors to attract the audience
@hueco253	Trời ơi.. Thấy hai cha con ăn mà mình doi bụng quá.. Không xem nữa kiếm gì ăn thôi..	oh my god.. I'm so hungry when I see father and son eating.. I can't watch anymore to find something to eat..	From the taste stimulation of watching mukbang videos can make the audience unable to sit still. Mukbang makes viewers feel hungry
@tuyettruong6158	Sao mà ăn ngon vậy chứ!	Why is it so good to eat!	Mukbang video brings appetite to the audience

Overall rating of the video based on the reviewed theories and other related theories

According to research by Y. S. Kim & Y. Y. Kim (2016) examined the mutual relationships given in four of the 21 most relevant theorems directly related to understanding the role of ethnicity in shaping adaptation process: "The greater the ethnic closeness, the greater the host's ability to communicate".^{xxvii}

Chaewon, the main character in the video, is a Korean-Vietnamese person with the ability to communicate in two languages, English and Vietnamese. It is the ethnic closeness that has increased the communication and adaptability of the two. Characters in the video "Wife Away From Home 2 Three Children Chaewon Self-Recorded Video How It Will Be, Spicy Noodles With Kim Chi [Korea]" with Vietnamese audiences. From there, we determined that the ability to connect multi-national cultures (here, Korea and Vietnam) through the form of mukbang on the internet is possible.

Background

Chaewon Family Korean Life is a Youtube channel of Korean families, including a Vietnamese wife. The main content on the channel is videos with daily mukbang and vlog content. In general, most videos have the appearance of the mother, accompanied by the father and son. But in this video, only the father and son were present because the mother was not at home, so she could not take a video with them. In this video, the father and son together mukbang spicy fire-breathing noodles with kimchi. As far as is known, spicy noodles and kimchi are two dishes with bold characteristics of Korean culinary culture. Kimchi is a long-standing dish with a history of thousands of years and is very familiar to Chinese people and friends all over the world. Spicy fire-breathing noodles are a very typical dish in Korea. The dishes are prepared and presented beautifully, attractively, with a few omelets (an ingredient that makes the spicy fire-breathing noodles taste better). Through the mukbang video, viewers can see the reactions as well as the stories that father and son share when their mother is not at home in a very close context of a family in Korea.

Character development and dialogue

First, the communication language of father and son revolves around Vietnamese and Korean with interwoven sentences. The beginning of the video will be the scene in the family's living room with a very close layout and arrangement of household items, the food is prepared by the father and son in an eye-catching form and creates a sense of deliciousness. In particular, there will be a large portion for the father and a small portion for the child. Unlike other normal mukbang videos, the first word is a witty greeting by baby Chaewon (the couple's daughter) with lovely gestures and voice, and a polite and respectful address in English Viet, with the content: "Hello uncle, hello friends, hello brother, hello sister, hello Vietnam. Hello dear friends, hello everyone." The division of order from high to low and from narrow to wide also partly shows Chaewon's politeness. Right after that, the father and daughter also greeted the viewers. Throughout the video are thoughtful, caring, and caring questions as well as expressing the father and son's affection and lovely and charming reactions when eating, such as: "It's so delicious", "It's so delicious! ah", "It's delicious",... The words and intimate communication between father and son make the audience feel close, lovely, and endearing. The story revolves around food and the mother, the words of the cute little friend, the words of the father who cares for the child, and the funny and cheerful words. In addition to the reactions when eating kimchi fire-breathing noodles, the father and son also had conversations about their mother both of them: Vietnamese and Korean languages.

In particular, from minute 2:15, the father and son mentioned that a side dish that is also characterized by Korean culinary culture is pickled radish with the comment from baby Chaewon: " Pickled radish as a side dish is much better" (in Korean). This helps the audience to have more knowledge about traditional Korean foods as well as understand more ways to eat in combination with Korean food. From minute 7:30, there are stories of father and son about Vietnamese and Korean with the saying of baby Chaewon: "Every day we speak Vietnamese, that will end. connected" shows that the father and son are very proud of the voices of the two countries, as well as the audience of the two countries will feel closer.

Before the end of the video, baby Chaewon gave the audience the songs "I love you", "The little stork", "The whole family loves each other". Three very familiar children's songs in Vietnam made them The audience feel familiar and childish. The end of the video is a goodbye as well as a word of support for the channel.

Character Emotions

The emotions of father and son have contributed greatly to the success of this mukbang video. Both father and son throughout the video keep a cheerful, gentle, friendly face, making viewers feel relaxed and comfortable. Feelings of welcome are joyful, bustling, and exciting. With the first try, the father and son felt that this dish was delicious and wonderful with constant compliments and facial expressions such as closing their eyes to enjoy, making the audience feel like eating immediately even though this is a familiar dish to both Korean and Vietnamese audiences. In addition to the lovely reactions to the food, the father and son also showed the audience a loving and harmonious family love, with the care and gentleness coming from their father, as well as the politeness and cuteness coming from their father. from baby. When it comes to the lack of a mother, so it is difficult for father and son to communicate in Vietnamese, baby Chaewon was very determined to be able to use Vietnamese more with his father's encouragement. In the video, there are many times when hand signs like oil, implying that the food is delicious. In general, the feelings of the father and son are very open, friendly, funny, witty, and full of happiness expressed through gestures, words and actions.

Image of food

Spicy fire-breathing noodles and kimchi are two familiar dishes of Korean culinary culture. In the video, spicy fire-breathing noodles with their yellow color and surrounded by red sauce are displayed. In a large rectangular plate, topped with shredded seaweed and sesame (two common seasonings of most Korean dishes) along with 3 beautifully decorated omelets. Next to it is a plate of kimchi with eye-catching colors. In addition to the majority of the father, there is also

a plate of baby Chaewon, small and cute to fit the baby's appetite with 1 omelet and corresponding noodle. The dining table is neatly arranged, neat and orderly, making viewers feel excited. From 2:15 minutes, there is an additional dish of pickled radish with golden color and sliced to taste with a beautiful presentation that also stimulates the excitement of the viewers.

Yewon TV: CHICKEN, DUCK EGG, Abalone, SHRIMP, SHIP DIEP, SHRIMP SHRIMP EAT CLEAN LEATHER. ^{xxviii}

Background

YewonTV channel has videos of both eating and being recorded of the channel that became popular and received by many Vietnamese people, the highest mukbang video reached 2.8 million views and received 1407 comments from the audience. fake Vietnam. Arguably, Yewon TV is the most effective channel for transmitting Korean culinary culture to Vietnamese people today.

Gejang (게장) is a traditional dish that's made by marinating raw crabs in soy sauce. Historically, a very salty soy sauce brine was used as a way of preserving the crabs for a long time. Nowadays, gejang is enjoyed for its deliciously savory taste, so fresh crabs are marinated in a mild soy sauce-based brine and usually eaten within a few days. This modern version is enormously popular in Korea. The soy sauce-based gejang is also called ganjang gejang (간장게장) to distinguish it from a spicy version, which is another modern concoction, called yangnyeom gejang(양념게장). Seafood soaked in soy sauce is a traditional dish of Korean families. With this theme, Vietnamese audiences can better understand your country's culinary culture in terms of fresh food and spices. The video received 2.38 million views and 1026 comments.

Table 3: Audience comments about the interest and interest in the video

Account	Comment in Vietnamese language	Comment was translated	Evaluate
@DuyenPhanLan	Tui hem ăn được đồ sống cũng chưa ăn ghe ngâm trong bao giờ mà thấy 2 cha con Tiên ăn thịt cua béo mượt nhìn mà thèm luôn ah	I can't eat raw food, but I've never eaten crabs soaked in soy sauce, but seeing father and son eating fatty crab meat, I'm craving for it	From an audience who never eats raw food, but this video has made viewers have a different view, from an inedible person to craving and wanting to try this dish.

@anhnguyen nthiphuong2 803	Đêm mở ra coi nhìn clip hai cha con ăn chảy nc miếng	Open the night to see the clip of father and son eating and salivating	Watching mukbang videos is no matter the time and always stimulates the audience's taste
@honganh6 656	Công nhận món ngâm tương bên Hàn rất rất ngon	I have to admit that the Korean soy sauce dip is very delicious	Korean food has been well received by Vietnamese audiences
@user- ex1je6gi8o	e thật sự không biết món ăn có ngon không...nhưng nhìn ông và chị ăn món rớt nước miếng kkkk	i really don't know if the food is delicious...but watching grandpa and sister eat it, my mouth drops kkk	Although the taste of the dish is not known yet, the image of the mukbangs has made the audience want to eat
@tranthithu ytrangtran53 44	Thấy tiên ăn mà ngon quá chúc gia đình tiện nhiều sức khỏe... Sẽ ăn thử món ghẹ giấm tương...	Seeing that the fairy eats so well, I wish the fairy family a lot of health... I will try the soy sauce crab...	The video received applause and wishes from the audience and wanted to enjoy this Korean food
@hoabinhfo rever2405	Mê các món ăn kiểu hàn ghê, nhất là mấy món ăn tươi sống	I love Korean food, especially raw food	Vietnamese audiences become more interested in Korean food
@HoangNg uyenTW200 8	Ngon quá....những món ăn Hàn Quốc ln tuyệt vời	So delicious..Korean food is always great	Watching mukbang videos has made Vietnamese people know and love more about Korean cuisine
@user- tc1ny4ii2z	Không biết vị ra sao nhưng có vẻ món này rất thơm ngon có cơ hội sẽ thử xem sao ạ	I don't know how it tastes, but it looks delicious, I'll give it a try	The mukbang video has successfully stimulated curiosity and the feeling of wanting to taste Korean food
@thuyvy56 28	E thích nhất là chị ăn món này lun á phải chi có cơ hội ăn thử 1 lần	What I love the most is that you eat this dish all the time. I wish I had a chance to try it once	After watching the mukbang videos, which stimulated the audience's curiosity, bringing Korean cuisine closer to the Vietnamese audience.
@caonguye n2430	Nhìn món rất ngon và hấp dẫn ra nhiều video nữa nha bạn	Look at the delicious and attractive food, please make more videos	Viewers really love mukbang videos and wish to see more products so they can

			know more Korean dishes.
@trangpham968	Thấy ngon quá, còn ghẹ ngâm tương như vậy, giống món ba khía ở Việt Nam mình	It's so delicious, and the crabs are soaked in soy sauce, just like the Ba Khia dish in Vietnam	Through the video of Korean dishes, the audience can compare it with the dishes in Vietnam

Overall rating of the video based on the reviewed theories and other related theories

Watching mukbang can become a significantly problematic online activity because it will affect the perception of young people, such as if the viewer has a sense of spatial and social presence and escapes unpleasant realities in their lives. According to Hartmann et al. (2013), they were able to sense a social presence while watching mukbang by interacting with the mukbanger/food show host and other viewers. On the other hand, viewers tend to trust Mukbang videos because these videos often try to influence the belief component in the attitudes of media subjects. In the video "Yewon TV: CHICKEN, DUCK EGGS, Abalone, Shrimp, SPRAY SHRIMP, SHRIMP SHRIMP SHRIMP IN DIFFERENTLY EAT CLEAN," the owner of YewonTV channel strengthened his belief in Korea's unique soy sauce culinary culture by clicking on the button. strong information, delivering content to viewers. In addition, psychosocial research on persuasion indicates that we are more likely to be persuaded by an authority figure even if that person has no specific product-related expertise. being sold. With 1.36 million subscribers, YewonTV channel owner has built trust with the participants, from which information about Korean culture and cuisine is brought to viewers honestly and closely, at the same time building a space connecting Korean culture to Vietnamese viewers.

Background

YewonTV channel has a frequency of 3-4 videos a week about mukbang dishes on its channel in Korea. This video YewonTV eats with her three husbands to treat her husband to eat soy sauce - one of the culinary cultures of Korea.

Character dialogue

At the beginning of the video, the owner of the YewonTV channel introduced the dish, but above all it said, "In this Korea, any dish can be soaked in soy sauce, there is nothing that cannot be soaked in soy sauce, which is vegetables that want to be soaked in soy sauce and bamboo shoots. pickled soy sauce, spinach, duck fish, ... in general, there is nothing that cannot be soaked in soy sauce." The saying at the beginning of the video has shown that one of the cultural

features in the typical dish for Korean media is soy sauce pickled dishes. Then, at the beginning of the meal, the channel owner and her husband said the saying: "더 드세요" - "eat more", this is considered a traditional saying in Korean culture of the meal to wish each other good food. In the segment from 6:20 to 6:50, the female character also talks about how to make soy sauce dishes, as well as the surprise in making and enjoying this dish for the first time when she comes to Korea, surprised by the food. If you live in soy sauce for 1 week, you can eat it, without the fishy smell of raw seafood, but you are extremely delicious and fatty. It is also this aspect of processing that in the segment from 8:55 to 9:06, the girl also has a comparison. Comparing the pickled dishes in Korea that have similarities with Vietnamese fish sauce dishes such as "Shrimp paste, fish sauce, ..." (Vietnamese cultural dishes in the Mekong Delta provinces of Vietnam) Long). Then there is the process of the characters sharing the taste, as well as the feeling of this dish to the audience, the characters bring the dish to the camera, slowly enjoy the food, put the dish in their mouth and feel the food. The taste, slow movements and extremely clear eating sounds help viewers access quickly and easily.

Character Emotions

In each mukbang video, the emotion of each character is one of the important factors contributing to the success of the video. At the beginning of the video is the excited feeling of the father-in-law and his son when welcoming the audience to his youtube channel. Right after the greeting, Yewon was very excited to share with the audience about the Korean culture of bringing ingredients to soak in soy sauce. When they started to eat, the father and son were very happy, expressing anticipation with their first try while mixing coniferous leaves (seaweed) with rice. When eating the first piece, the faces of father and son clearly show their happiness and exclaim that the rice and needles are so delicious. When starting to eat soy sauce-based dishes, the father and son were very happy, admiring and satisfied with constant compliments for the delicious flavors of this dish. Yewon is also very comfortable sharing her stories with the audience. The father and son also show their comfort when eating with facial expressions and gestures such as closing their eyes and exclaiming, or being surprised by surprise, with eating gestures that are very typical of mukbang culture in particular and culture. Korean food in general, is a part of the culinary culture of Korea. The slurping sounds are also part of the characters' enjoyment of eating. When it comes to the epidemic situation and Vietnamese people returning to their homeland, Yewon is very loving and happy, as well as wishing all the best. In addition, there are feelings of lamentation about the person who came up with this wonderful dish. Father and son had feelings of happiness, joy and satisfaction when enjoying these wonderful soy sauce dishes.

Image of food

At the beginning of the video is a picture of a large round porcelain plate placed on the table and includes many beautifully arranged dishes, including: crabs, eggs, abalone, shrimp, scallops, shrimps soaked in soy sauce with the bright colors of seafood, along with the brown outer layer of eggs submerged in soy sauce. On top are green onions and chili to increase the color of the dish. The overall is very harmonious with hot and cold colors intertwined. Fresh orange crab bricks add to the color of the plate. This is a variety of Korean seafood with a very typical processing method, which is soaked in soy sauce. Next is a picture of a bowl of dried seaweed sprinkled with sesame and seasoned with spices. A very characteristic green color of seaweed and is also an indispensable accompaniment when eating with soy sauce. When being rotated through the total dining table, the large plate of soy sauce dishes placed in the middle is very attractive. Each person in the video has two more cups of white rice (served with soy sauce) arranged and arranged for the viewer's eyes. In addition, there are two fresh tangerines for dessert. Accompanying dipping with soy sauce dishes is wasabi dipping sauce to make the dish more attractive and delicious.

Analyze the relationship of 3 case studies

In this research paper, the main elements of culinary culture that appear in the case studies will be summarized and transformed into the core content. This summary table shows the factors of culinary culture that are similar and related in the three case studies analyzed above. The results are shown in the tables below:

Table 4: Summary of content, correlation points and relationships on culinary culture content of case studies

Sunseon TV: NẤU LẤU THỊT BÒ BẠCH TUỘC VÀ KIM CHI HÀNH MUKBANG EATING SHOW! 파김치와 불낙 전골 만들기! Sunseon TV: COOKING OCTOBER FOOD AND KINDLE MUKBANG EATING SHOW! !	Chaewon Family: Vợ Vắng Nhà 2 Ba Con Chaewon Tự Quay Video Sẽ Như Thế Nào, Mì Cay Phun Lửa Kèm Kim Chi [Hàn Quốc] Chaewon Family: Away Wife 2 Three Children Chaewon Self-Recorded Video How It Will Be, Spicy Noodles With Kim Chi [Korea]	Yewon TV: GHE, TRỨNG VỊT, BÀO NGƯ, TÔM, SÒ ĐIỆP, TÔM TÍCH NGÂM TƯƠNG CHA CON ĂN SẠCH DĨA. Yewon TV: CUP, DUCK EGG, Abalone, SHRIMP, SHRIMP, SHRIMP SHRIMP soaked in the same way father and son ate CLEAN.
Food ingredients	Food ingredients	Food ingredients
Processing seasoning	Food form	Processing seasoning
Processing method	Processing seasoning	Processing method
Special seasoning	Serve with accompanying ingredients	Food form
Cooking utensil	Food color	Serve with accompanying ingredients
Food form	Food taste	Origin of the dish
Serve with accompanying ingredients	Traditional food	Special features of the dish
Arrange food		Arrange food
Food color		Food color
Food taste		Food taste
Traditional food		Traditional food

Table 5: Factors in culinary culture classified by color explain for

Order	Food culture elements	Definition
A	The origin of the dish	The story of culture, history,... forming the dish
B	The form of eating	Enjoy the food by using chopsticks, spoons, spoons, knives, ... or served with sauces, vegetables, or other ingredients.
C	Food ingredients	Ingredients and spices for cooking
D	Traditional food	The dish is rated and rated as representative of that country's media dish
E	Features of the dish	Special features, difference of the dish
F	How to decorate food	How to decorate and arrange dishes to create a special feature
G	Seasonal food	Only suitable for use in certain seasons of the year, or ingredients only available in certain seasons
H	Food taste	Taste is perceived through enjoyment from the senses such as smell, taste,...
I	Food color	Color through sight perceived from food

Through the rigorous and meticulous application of the content analysis method, we embarked on a comprehensive analysis and coding process, effectively categorizing and organizing the various topics and content presented in the video. We diligently identified and highlighted recurring themes and ideas, all of which were then compiled and presented in a clear and concise manner. In order to further enhance our analysis, we also utilized two separate tables to provide additional context and insight into the various cultural factors at play. Table 4, in particular, meticulously outlines the frequency of occurrence for each identified topic, providing a comprehensive snapshot of the video's overall content. Meanwhile, Table 5 offers an in-depth exploration of the different cultural elements present, providing nuanced and detailed definitions that further enhance the analysis. It is through this rigorous and thoughtful approach that the group was ultimately able to identify and categorize nine distinct types of cultural elements related to Korean cuisine, all of which were prominently featured in the mukbang content surrounding Korean food.

Survey

Data of suvey

Table 6: Data of survey

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	207	53.8	53.8	53.8
Valid Female	178	46.2	46.2	100.0
Total	385	100.0	100.0	

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 18	3	.8	.8	.8
Valid 18 - 24	380	98.7	98.7	99.5
Valid 25-32	1	.3	.3	99.7
Valid Over 32	1	.3	.3	100.0
Total	385	100.0	100.0	

Do you think Korean mukbang became famous because of its culinary cultural values?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	385	100.0	100.0	100.0

The success of the research relies heavily on targeting the right audience. In this case, the survey form proved to be an effective tool in identifying the right target audience for promoting Korean mukbang. After filtering the data, the survey obtained a sample size of n=385, consisting of individuals who had not only seen mukbang but had also watched it on the Youtube platform. This guarantees that the survey respondents are part of the target audience for promoting Korean mukbang. The results of the survey were even more promising, with all of the respondents answering "yes" when asked if Korean mukbang became famous due to its culinary cultural values. This clearly indicates that the target audience appreciates the cultural significance of Korean mukbang, and it presents an opportunity for marketers to leverage this aspect in their promotional campaigns. By highlighting the cultural value of Korean cuisine in mukbang content, marketers can attract a wider audience who are interested in exploring and experiencing different cultures through food.

Table 7: Evaluate the role of Korean food culture in helping Korean mukbang become globally famous

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Origin]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unimportant	2	.5	.5	.5
Neutral	16	4.2	4.2	4.7
Important	171	44.4	44.4	49.1
Very important	196	50.9	50.9	100.0
Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Eating pattern]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	14	3.6	3.6	3.6
Important	222	57.7	57.7	61.3
Very important	149	38.7	38.7	100.0
Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Spice ingredients]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unimportant	1	.3	.3	.3
Neutral	12	3.1	3.1	3.4
Important	195	50.6	50.6	54.0
Very important	177	46.0	46.0	100.0
Total	385	100.0	100.0	

Assess the influence of cultural factors inferred from the case studies

Most of the attendees know about the case studies and have seen the case studies

Table 8: Evaluate the role of Korean food culture in helping Korean mukbang become globally famous

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Traditional food]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unimportant	1	.3	.3	.3
	unimportant	1	.3	.3	.5
	Neutral	10	2.6	2.6	3.1
	Important	153	39.7	39.7	42.9
	Very important	220	57.1	57.1	100.0
	Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Features of the dish]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	9	2.3	2.3	2.3
	Important	130	33.8	33.8	36.1
	Very important	246	63.9	63.9	100.0
	Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: How to decorate dishes]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	.3	.3	.3
	Neutral	13	3.4	3.4	3.6
	Important	242	62.9	62.9	66.5
	Very important	129	33.5	33.5	100.0
	Total	385	100.0	100.0	

Table 9: Evaluate the role of Korean food culture in helping Korean mukbang become globally famous

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Seasonal Food]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unimportant	1	.3	.3	.3
	unimportant	2	.5	.5	.8
	Neutral	27	7.0	7.0	7.8
	Important	219	56.9	56.9	64.7
	Very important	136	35.3	35.3	100.0
	Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Taste]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	8	2.1	2.1	2.1
	Important	142	36.9	36.9	39.0
	Very important	235	61.0	61.0	100.0
	Total	385	100.0	100.0	

Evaluate the role of Korean food culture in helping Korean mukbang become globally famous? [Element: Food Color]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	.5	.5	.5
	Neutral	15	3.9	3.9	4.4
	Important	199	51.7	51.7	56.1
	Very important	169	43.9	43.9	100.0
	Total	385	100.0	100.0	

Nine factors were carefully analyzed using the content analysis method, which were then incorporated into a survey to assess the accuracy and impact of these factors. The survey was meticulously designed to ensure the reliability of the results. The data collected was then analyzed to determine the level of importance that individuals placed on each of the nine factors. It was found that the vast majority of respondents rated these factors as either important or very important. This highlights the significance of these cultural elements in the context of Korean cuisine and mukbang content. The accuracy of these results underscores the importance of utilizing a comprehensive approach to analyze and evaluate cultural factors in order to gain a deeper understanding of their impact on society. Such research enables us to identify the key cultural elements that resonate with people and provide a more nuanced understanding of their significance. These findings can inform and guide future research into the cultural dimensions of mukbang content and other culinary practices.

Through the above tables, it is evident that the cultural factors identified in the case studies play a crucial role in Korean culinary, particularly in the development of Mukbang content. The content analysis method has revealed that cultural elements such as Korean cuisine, customs, and traditions are frequently discussed topics in Mukbang videos. Therefore, it can be inferred that the cultural factors associated with Korean cuisine significantly contribute to the popularity of Mukbang in Korea. The findings of the study confirm the hypothesis that the factors of culinary culture are the reason why Mukbang in Korea can attract young Vietnamese, especially Vietnamese students. The analysis of the survey data indicates that a vast majority of the respondents consider cultural factors as important or very important in Mukbang content. Thus, the results of this study provide valuable insights into the role of cultural elements in the development of Mukbang content and its popularity among the Vietnamese youth.

Table 10: Correlations

Correlations

			Rate how often you use Youtube platforms to watch mukbang	Mukbang content on Youtube is form of a social networking platform that becomes a cultural bridge between countries
Spearman's rho	Rate how often you use Youtube platforms to watch mukbang	Correlation Coefficient	1.000	.696**
		Sig. (2-tailed)	.	.000
		N	385	385
	Mukbang content on Youtube is form of a social networking platform that becomes a cultural bridge between countries	Correlation Coefficient	.696**	1.000
		Sig. (2-tailed)	.000	.
		N	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman correlation is a statistical technique that allows the analysis of the relationship between two variables. In this case, it was used to evaluate the extent to which viewers use YouTube to watch mukbang content and how they consider this platform to be a cultural bridge. The results of the correlation analysis showed that there is a positive correlation between these two variables, suggesting that viewers who watch mukbang content on YouTube are more likely to consider this platform to be a cultural bridge. This finding is particularly significant because it highlights the important role that YouTube plays in the dissemination of cultural content, and its potential to bring people from different cultures together. Therefore, it can be inferred that the popularity of mukbang content on YouTube is not only due to the unique

features of this type of content but also because of the cultural aspect associated with it, which allows viewers to experience and learn about different cultures through food.

Table 10: Correlations

Correlations			Rate how often you use Youtube platforms to watch mukbang	Mukbang helps to introduce/promote Korean food culture to Vietnamese youth
Spearman's rho	Rate how often you use Youtube platforms to watch mukbang	Correlation Coefficient	1.000	.425**
		Sig. (2-tailed)	.	.000
		N	385	385
	Mukbang helps to introduce/promote Korean food culture to Vietnamese youth	Correlation Coefficient	.425**	1.000
		Sig. (2-tailed)	.000	.
		N	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

The Spearman correlation performed in this study provides valuable insights into the relationship between the extent of viewing mukbang content on YouTube and the perception of mukbang content as a means of introducing Vietnamese youth to Korean culture. Upon analyzing the results, we can see that the correlation coefficient r is 0.454, indicating a positive correlation between the two variables. Moreover, the value of 2 tailed sig is less than 0.05, proving that there is a statistically significant relationship between the two variables. It suggests that the system is linear and r ranges from 0.2 to 0.5, showing that there is a relatively relative correlation between the two variables.

Furthermore, the correlation table produced between the two variables, which are "Rate how often you use Youtube platforms to watch mukbang" and "Mukbang helps to introduce Korean food culture to Vietnamese youth," also shows a positive correlation with a result of $r=0.425$. This result provides further evidence of a relative positive correlation between the frequency of watching mukbang content and the perception of its ability to promote national culture. Therefore, it can be concluded that the Spearman correlation analysis supports the hypothesis that mukbang content helps introduce Vietnamese youth to Korean culture. Through the above tables, it can be observed that the audience has a regular habit of watching mukbang content on Youtube, and they are increasingly evaluating it as a potential form of cultural communication between Vietnam and Korea. This not only highlights the popularity of mukbang content among the Vietnamese youth but also suggests the potential for cross-cultural communication between the two countries through this unique platform. The data

obtained through the survey form indicates that the Vietnamese students perceive mukbang contents on YouTube as an effective medium for promoting cultural exchange between the two countries. The high correlation between the frequency of watching mukbang content and considering it as a form of cultural bridging further strengthens this argument. Therefore, it can be concluded that the hypothesis that Vietnamese students perceive mukbang contents on youtube as having potential in cross-cultural communication between Vietnam and Korea is true. The growing popularity of mukbang content among the Vietnamese youth presents a unique opportunity for Korean culture to be introduced and shared with a wider audience, and could potentially lead to greater cultural exchange between the two countries in the future.

Discussion

Based on the method of content analysis and critical discourse analysis presented above, the study evaluated the common characteristics that Youtube channels selected as case studies applied to cultural dishes. Korean cuisine. In general, all three videos above have Korean cultural elements that help Korean mukbang videos attract Vietnamese youth. Specifically, the videos are analyzed through aspects of video context, dialogue, character emotions and food images. The dishes in all 3 videos above have the typical traditional culture of Koreans with a long history and the appeal of that dish. As for the food, in addition to the long history, the dishes are all processed and made in accordance with Korean traditions such as soy sauce, fermented, ... with spices and bold ingredients, such as seaweed, chili, sesame, ... through the process of mukbang or the cooking of each video, it also shows the culture in the way of processing, the layout or the ingredients that Koreans use in the dish. eat your own. Cooking utensils and decorations are also among the notable features. The above factors are analyzed through CDA and content analysis, contributing to pointing out the importance and concretization of prominent factors in culinary culture. Moreover, through the analysis process, the results also show that the characteristics of the mukbang people also attract the audience such as the way they communicate with their fellow eaters and the audience, with friendly words and intimate gestures. The emotions of the person performing the mukbang is an important factor contributing to the success of each mukbang video because those emotions are genuine and clearly show the culinary culture in Korea with a comfortable, enjoyable eating style. taste and satisfaction, happiness and fun. All three videos prove that they have the elements to help Korean mukbang reach Vietnamese youth, as well as our hypothesis 1 at the beginning.

From the results of the above CDA and content analysis, we continue to conduct a survey with an effort of 385 samples to meet the requirements. The survey results through SPSS to give the results completely consistent with the hypotheses set out and show the correlation between

cultural factors and the viewer's knowledge as well as their interest in the culture. Korean cuisine.

Coming to the second hypothesis, Vietnamese students perceive the potential for cultural connection between Korea and Vietnam through mukbang content. After analyzing the above 3 case studies, we found that all 3 videos give viewers interesting and useful knowledge about Korean culinary culture such as how to prepare typical ingredients, typical dishes, featured cooking and eating utensils, etc. At the same time, it takes the audience through the familiar Korean ways of eating and is easily accessible to the public. Vietnamese audience. In addition to food-related content, there are sideline content about voice, language, or more broadly, issues related to love and affection, helping to strengthen close bonds between audiences of the two countries, bringing sympathy and affection, thereby helping the audience, specifically Vietnamese students, see the potentials and benefits in connecting Vietnamese - Korean cultures through mukbang.

Conclusion

The emergence of user-generated content media such as YouTube has provided a new platform for content creators to showcase their creativity and connect with audiences from all around the world. In recent years, mukbang content has gained immense popularity on YouTube, not only as a form of entertainment but also as a potential tool for cross-cultural communication. When content creators incorporate cultural factors into their mukbang videos, they can effectively promote the unique cultural values and traditions of their countries to a wider audience. The study has pointed out the prominent cultural factors that can be considered in mukbang content, so that the media can consider expanding the research to put into practice the promotion of national culinary culture to other countries. Therefore, if content creators can skillfully use mukbang content as a media product and combine it with cultural factors, it has the potential to attract and engage younger Vietnamese audiences and promote Korean culture. This could lead to a deeper understanding and appreciation of the cultural values and traditions of Korea, and enhance the cultural exchange and communication between Vietnam and Korea.

Limitations

Despite the valuable insights that were obtained from the study, there are several limitations that need to be addressed. Firstly, the number of case studies analyzed is still small, which may not fully represent the entire landscape of mukbang content in Korea. This small sample size may limit the generalizability of the findings to a larger population. Moreover, the number of survey participants is only average, which may not be sufficient to capture the diversity of opinions and experiences among the target audience. This may lead to a potential bias in the

data collected and limit the robustness of the results. Furthermore, the study only focuses on the Vietnamese audience, and the findings may not be applicable to other cultures or regions. It is essential to consider the cultural differences and nuances of different audiences to have a more comprehensive understanding of the impact of mukbang content on cross-cultural communication.

Recommendations

One potential recommendation for future research is to increase the number of case studies used in the analysis. While the current study provides valuable insights into the role of cultural factors in mukbang content and its potential for promoting Korean cuisine in Vietnam, a larger sample size of case studies could provide a more robust analysis. Additionally, future studies could consider applying more comprehensive theories to analyze the data and gain a deeper understanding of the topic. This could include utilizing communication and cultural theories to analyze the role of mukbang content in promoting cross-cultural communication between Korea and Vietnam, or applying marketing theories to explore the potential for using mukbang content as a tool for promoting Korean cuisine to international audiences. By expanding the scope of research and utilizing more advanced methodologies, future studies can contribute to a better understanding of the role of food content in promoting cultural exchange and communication.

References

ⁱ Amilien, V. and Notaker, H. (2018) Health and nutritional perspectives on Nordic food ... - sciencedirect. Available at: <https://www.sciencedirect.com/science/article/pii/B9780128094167000019> (Accessed: March 19, 2023).

ⁱⁱ Nguyen, T.N. (no date) Thư Viện SỐ DSPACE, Trang chủ | Thư viện số Đại học Bà Rịa - Vũng Tàu. Available at: <http://thuvienso.bvu.edu.vn/> (Accessed: March 19, 2023).

ⁱⁱⁱ Chung, H.K. et al. (2016) Aesthetics of Korean foods: The symbol of Korean culture, *Journal of Ethnic Foods*. No longer published by Elsevier. Available at: https://www.sciencedirect.com/science/article/pii/S2352618116300853?fbclid=IwAR0IDI83e10ZyKFMIVpv1Tw0r3XJAPyIh6z-CcVartNg0_Zsly3qL9JbdPk (Accessed: March 19, 2023).

^{iv} Glen (2016) 'food porn' or intimate sociality: Committed celebrity and cultural performances of overeating in meokbang, Taylor & Francis. Available at: <https://www.tandfonline.com/doi/abs/10.1080/19392397.2016.1272857?journalCode=rce120> (Accessed: March 19, 2023).

^v Allison Mooney, A. and Jason Klein, J. (2016) ASMR videos are the biggest YouTube trend you've never heard of. Available at: https://www.thinkwithgoogle.com/_qs/documents/2493/ac3c8_asmr-videos-youtube-trend-EN_1.pdf (Accessed: March 19, 2023).

- ^{vi} Aucoin, J. (2019) The crisis of democracy: The case study of democratic backsliding and ... Available at: <https://www.proquest.com/openview/0d9d383945219d6f7fa66d72a4425b6d/1?pq-origsite=gscholar&cbl=18750&diss=y> (Accessed: March 19, 2023).
- ^{vii} Kang, E.K. et al. (2020) The popularity of eating broadcast: Content analysis of “Mukbang ... Available at: <https://journals.sagepub.com/doi/full/10.1177/1460458220901360> (Accessed: March 19, 2023).
- ^{viii} Kang, E.K. et al. (2020) The popularity of eating broadcast: Content analysis of “Mukbang ... Available at: <https://journals.sagepub.com/doi/full/10.1177/1460458220901360> (Accessed: March 19, 2023).
- ^{ix} Kircaburun, K. et al. (2021) Compensatory usage of the internet: The case of mukbang watching on YouTube, Psychiatry investigation. U.S. National Library of Medicine. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8103015/?fbclid=IwAR3Mo6oQSIUjq9NND64cLqCKrBU9g7J9Z0OiXvHRvoMBzsFhpGjt04CEhps#b30-pi-2019-0340> (Accessed: March 19, 2023).
- ^x Strand, M. and Gustafsson, S.A. (2020) Mukbang and disordered eating: A netnographic analysis of online eating broadcasts - culture, medicine, and psychiatry, SpringerLink. Springer US. Available at: <https://link.springer.com/article/10.1007/s11013-020-09674-6> (Accessed: March 19, 2023).
- ^{xi} Kang, E.K. et al. (2020) The popularity of eating broadcast: Content analysis of “Mukbang ... Available at: <https://journals.sagepub.com/doi/full/10.1177/1460458220901360> (Accessed: March 19, 2023).
- ^{xii} Romadhona, M.R. and Kusuma, A. (2022) Cross-cultural adaptation of Korean Youtuber "korea reomit", Cross-Cultural Adaptation of Korean Youtuber "Korea Reomit" | Atlantis Press. Atlantis Press. Available at: <https://www.atlantis-press.com/proceedings/imc-21/125976109> (Accessed: March 19, 2023).
- ^{xiii} Yang , K.S. and Young , K.Y. (2016) Ethnic proximity and cross-cultural adaptation ... - kent state university. Available at: <https://www-s3-live.kent.edu/s3fs-root/s3fs-public/file/Yang-Soo-KIM-Young-Yun-KIM.pdf> (Accessed: March 19, 2023).
- ^{xiv} Yang , K.S. and Young , K.Y. (2016) Ethnic proximity and cross-cultural adaptation ... - kent state university. Available at: <https://www-s3-live.kent.edu/s3fs-root/s3fs-public/file/Yang-Soo-KIM-Young-Yun-KIM.pdf> (Accessed: March 19, 2023).
- ^{xv} Kang, S. et al. (2019) Influencing factors of cross-cultural adaptation process of Chinese students studying in the Upper Northern Thai universities, Mediterranean Journal of Social Sciences. Available at: <https://www.mcser.org/journal/index.php/mjss/article/view/10371> (Accessed: March 19, 2023).
- ^{xvi} Bhatia, A. et al. (2018) Interdiscursive performance in digital professions: The case of YouTube tutorials, Journal of Pragmatics. North-Holland. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0378216617303387> (Accessed: January 2023).
- ^{xvii} Bloom, K. and Johnston, K.M. (2010) Digging into YouTube videos: Using Media Literacy and participatory culture to promote cross-cultural understanding, DigitalCommons@URI. Available at: <https://digitalcommons.uri.edu/jmle/vol2/iss2/3/> (Accessed: March 19, 2023).
- ^{xviii} Morans, M. and Swarts, J. (2011) YouTutorial: A Framework for assessing instructional online video, Taylor & Francis. Available at:

<https://www.tandfonline.com/doi/full/10.1080/10572252.2012.626690> (Accessed: March 20, 2023).

^{xix} Mustapha , A.I. and Ikponmwosa , E. (2019) Methodological usefulness of Content Analysis in Social Science Research. Available at: https://www.researchgate.net/publication/331516355_Methodological_Usefulness_of_Content_Analysis_in_Social_Science_Research (Accessed: March 19, 2023).

^{xx} Norman, F. (1995) Fels – Federación latinoamericana de semiótica – composed by Websbunny. Available at: <https://www.felsemiotica.com/descargas/Fairclough-Norman-Critical-Discourse-Analysis.-The-Critical-Study-of-Language.pdf> (Accessed: March 19, 2023).

^{xxi} Pham, T.T.K. (2018) Yewon TV, YouTube. YouTube. Available at: <https://www.youtube.com/@YEWONTV/about> (Accessed: March 20, 2023).

^{xxii} 20, S. (2019) Sunseon TV, YouTube. YouTube. Available at: <https://www.youtube.com/@sunseontv7498> (Accessed: March 20, 2023).

^{xxiii} Kim (2019) Chaewon family Cuộc Sống Hàn quốc, YouTube. YouTube. Available at: <https://www.youtube.com/@chaewontv> (Accessed: March 20, 2023).

^{xxiv} Jan, G. (2016) Reviews research design (qualitative, quantitative and mixed methods ... Available at: <https://e-pedagogium.upol.cz/pdfs/epd/2016/04/08.pdf> (Accessed: March 19, 2023).

^{xxv} Seon (2019) |tập15| NÁU LÂU THỊT bò Bạch Tuộc và Kim Chi Hành Mukbang eating show! 파 김치 와 불낙 전골 만들기!, YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=bBXz3wDFjb8> (Accessed: March 20, 2023).

^{xxvi} Chi, K. (2020) Vợ vắng Nhà 2 ba con Chaewon TỰ Quay Video sẽ Như Thế nào, Mì Cay Phun Lửa Kèm Kim Chi [Hàn Quốc], YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=SvZG9lrD8Mg&t=613s> (Accessed: March 20, 2023).

^{xxvii} Yang , K.S. and Young , K.Y. (2016) Ethnic proximity and cross-cultural adaptation ... - kent state university. Available at: <https://www-s3-live.kent.edu/s3fs-root/s3fs-public/file/Yang-Soo-KIM-Young-Yun-KIM.pdf> (Accessed: March 19, 2023).

^{xxviii} Phạm, T.K. (2021) |897| GHE, TRÚNG VỊT, Bào Ngư, TÔM, SÒ điệp, Tôm Tích Ngâm Tương Hai Cha Con Ăn Sạch Dĩa., YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=uUgQ1E8qdaQ> (Accessed: March 20, 2023).