

Intercultural Communication Between Traders and Buyers in Padang Panjang Culinary Market

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Abstract. *The province of West Sumatra offers a variety of tourist attractions, one of which is the contemporary culinary scene in Padang Panjang. This city attracts visitors from various regions within West Sumatra as well as from outside the province. The diversity of culinary offerings, including both traditional and modern dishes, makes Padang Panjang a popular culinary destination. This research aims to explore tourists' perceptions of the night culinary market in Padang Panjang, which has become one of the city's main attractions. The study uses a qualitative approach to delve into the dynamics of communication between traders and customers at the market. Data was collected through direct observation, interviews with traders and visitors, and document analysis. The research findings show that the harmony of interactions at the culinary market is achieved through various communication strategies, including intercultural, interpersonal, and non-verbal communication. The study identifies two prominent communication patterns: the use of easily understood language and smiling as practical strategies to connect traders and customers from diverse backgrounds. Tourists' perceptions of the culinary market indicate that the food stalls offer high-quality food, which leaves them satisfied and eager to return.*

Keywords: *intercultural communication, interpersonal communication, night markets culinary padang panjang, west sumatera*

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INTRODUCTION

Culinary tourism in West Sumatra is one of the largest tourism potentials currently owned by West Sumatra. Fitriзал, et al (2021) said that culinary tourism is an effective tool for increasing tourism. Tourist satisfaction will be achieved with culinary tourism components. West Sumatra has a variety of unique regional specialties, the spices are strong and tasty and are even famous throughout Indonesia. This can be seen from how Padang restaurants spread throughout the archipelago, encouraging Minang cuisine to be known by many outside West Sumatra. Another reason that drives the love of Minangkabau ethnic culinary delights by many people

is that the traditional dishes have aromatic spices that can whet the appetite, the spicy taste with thick spices also makes anyone who has tried them want to eat again.

Culinary in a cultural society has symbolic meaning, is accepted routinely from a young age throughout life, and is usually difficult to change. This is related to the opinion that culinary is a part of life closely related to daily food consumption carried out by individuals and groups (Ryanto: 2015). Various tourism potentials have been developed by communities throughout Indonesia (Indiyati et al., 2018; Raharjana & Putra, 2020; Sudiarta et al., 2021). This makes it an important source of foreign exchange and plays a big role in the national

economy if it can be managed well and professionally. Each tourist attraction has uniqueness and advantages that can attract the attention of tourists to visit (Astuti & Noor, 2016; Miranti; Revilia, 2020; Sukriah, 2014).

Fabio (2011) in an article entitled *Savoring Semiotics: Food in Intercultural Communication* emphasizes the importance of food as a medium for understanding and communicating with other cultures, as well as how intercultural interactions through food can enrich our understanding of social and cultural diversity. This means that when people from different culinary semiospheres meet, for example when traveling, they are faced with the challenge of understanding and adapting to different ways of eating. This requires them to engage with “otherness” or other cultures through tangible communication, such as by tasting new foods or adopting different eating habits.

West Sumatra is famous for its rich culture, including its unique and delicious culinary delights. Padang cuisine, with its spicy and savory flavors, has gone global and has become one of Indonesia’s culinary icons. Apart from Padang cuisine, West Sumatra also has various other regional specialties that are no less interesting, such as gulai ikan, rendang, sate Padang, dendeng balado, and many more. The unique taste and presentation make West Sumatran culinary delights a tourist attraction that should not be missed. The Padang Panjang City Culinary Market is one of the traditional markets in West Sumatra which is famous for its unique and delicious culinary variety and offers a unique and satisfying culinary experience with a variety of special foods that are only sold in the area. These various foods have a delicious taste and good quality ingredients at affordable prices (Abdillah Rafi, 2023). This market is not only a place to buy and sell food, but

also a space for intercultural interaction for traders and buyers who come from various ethnic and cultural backgrounds.

Keke’s research (2023) stated that from his research conducted in China, foreigners’ experiences of enjoying Chinese food through videos made by Chinese communities abroad, then they shared short videos on social media showing moments of sharing Chinese food with family and friends who are abroad. By analyzing the framework of these videos at high, medium, and low levels, it was found that food narratives by overseas Chinese communities reflect their primary awareness of spreading Chinese food culture, while following the basic logic of social media platform traffic.

Intercultural communication is a communication process that occurs between people from different cultures. Effective intercultural communication is very important to build harmonious relationships and mutual understanding between individuals and groups from different cultures (Mulyana, 2014). Culture also always has dynamics and systems that regulate the procedures for communication exchanges, such as strangers predicting uncertainty through forecasting interpersonal relationships. (Sihabuddin and Hamidah, 2022). Culinary tourism has a significant impact on regional development by highlighting the relationship between food and tourism.

Promoting authentic regional cuisine is indirectly an action against the influence of foreign food. Efforts must be made to promote authentic regional culinary experiences to attract local and international tourists, thereby increasing economic potential. The Padang Panjang City Culinary Market, located in the Kantin Field (Kateen Field) next to Jalan Perintis Independen (Perintis Independen Street) in Padang Panjang. The culinary

market has quite long operating hours, namely from afternoon to early morning with almost 100 traders selling various kinds of food and drinks. The presence of the Padang Panjang culinary market seems to be a magnet for visitors to come to visit Padang Panjang City.

Researchers observed that many of the buyers were local people, between cities and between countries who visited the Padang Panjang City culinary market. In observation This Culinary Market is a real example of how intercultural communication can build harmonious relationships and mutual understanding in traditional markets. Merchants and buyers in these markets use a variety of strategies to overcome intercultural communication challenges and create positive experiences for all parties. Starting from the use of friendly and polite language, mutual respect and respect for differences as well as appropriate use of non-verbal language, such as smiling and eye contact as well as adapting to each other's culture and customs. The symbols used in communication, such as language, nonverbals, and objects, between traders and buyers in the market can have different meanings for individuals from different cultures. According to Herbert Mead, Symbolic Interaction as stated in Morris and Jo (2015) explains how meaning is created through social interaction. This theory emphasizes the importance of symbols and interpretation in intercultural communication. Symbolic Interaction Theory can at least be used to analyze how traders and buyers in the Padang Panjang City Culinary Market interpret the symbols used in their communication.

This phenomenon shows that the popularity of the Padang Panjang City culinary market is increasingly existing in many circles. Prospective buyers are also spoiled by the wide variety of food and drink choices offered along the way. Transactions that occur between traders

and buyers are a form of intercultural communication.

Intercultural communication is communication that occurs between people who have cultural differences rather than individual uniqueness (Sihabuddin and Hamidah, 2022). Each region has a different culinary culture which has a strong national character and a diversity of forms. Differences in culinary culture also give rise to cross-cultural communication. Culinary which is a global multicultural cultural identity, Indonesian culinary is not immune from the influence of cross-cultural communication. (Utami, 2018).

This research aims to find out how the phenomenon of intercultural communication occurs between traders and buyers in the Padang Panjang City culinary market. Furthermore, we will see how communication is able to form intercultural relationships with tourists who come from different cultural backgrounds which culminate in transactions with effective communication between traders and buyers at the Padang Panjang Culinary Tourism Market. Research related to Intercultural and Culinary Communication has been carried out by many relevant previous studies, but in this research the author wants to highlight how local culture in Padang Panjang interacts or adapts to external cultural influences in the context of the culinary market, this could be a new contribution to the communication literature interculturally, especially in a culinary context. Not only that, another novelty is that the author wants to find out the impact of this intercultural interaction on the local economy or social relations between various ethnic groups in Padang Panjang, which can later offer valuable novelty, especially if the research shows changes or new dynamics that have not been previously documented. Another novelty, that the author examines is the Culinary Perspective as a Medium for

Cultural Communication, in this case this research explores further how food or culinary acts as a medium for cultural communication and how this influences intercultural relations in the market, this can be considered a new finding in intercultural communication studies.

METHODS

This research will use a descriptive method with a qualitative approach. In this research, information will be taken in a structured way, using techniques such as observation, documentation studies and interviews. This research was conducted at the Padang Panjang City Culinary Market, West Sumatra, which was carried out from January to May 2023. The aspect that will be researched is the phenomenon of communication between the culture that occurs between traders and buyers in the Padang Panjang City culinary market. Data was collected using observation techniques. Observations were carried out by directly observing research objects related to intercultural communication within the scope of traders and buyers.

Observations will be carried out in a systematic and structured manner, to provide a complete and accurate picture of the conditions being observed. Documentation studies are carried out by collecting documents related to looking at the phenomenon of intercultural communication in the scope of traders and buyers, such as reports, journals, books and other documents that are relevant to this research.

The documents that have been collected will be analyzed carefully to obtain relevant and accurate information regarding the phenomenon of intercultural communication between traders and buyers. Furthermore, to enrich the data, interviews will be conducted with informants related to intercultural communication within the scope of traders and buyers at the Padang

Panjang Culinary Market. The informants interviewed were selected randomly for Purposive Sampling, namely informants who are considered capable of providing relevant and in-depth information regarding the intercultural communication they carry out in the culinary market. Data analysis takes place together with the data collection process with the flow of data collection, data reduction, data presentation and conclusions.

RESULTS AND DISCUSSION

1. Harmonious Sense of Cultural Interaction between Traders and Buyers at the Padang Panjang Culinary Market.

The culinary market is a public space that presents a dynamic mix of culture and social interaction. In culinary markets, traders and buyers from various cultural backgrounds meet and interact in the buying and selling process. According to Gerungan (2018: 62), social interaction is an activity in which a relationship exists between two or more individuals, where the behavior of one individual can provide suggestions, change or have a positive effect on the behavior of other individuals. The phenomenon of cultural interaction between traders and buyers at the Padang Panjang City Culinary Market occurs in the form of interpersonal communication. According to Roem (2019), interpersonal communication, which involves the face-to-face exchange of feelings, ideas and information, is very common when people are communicating. In this context, communication between traders and visitors occurs through verbal and nonverbal means. In addition, word of mouth communication between individuals is considered the most effective way to promote the Padang Panjang Culinary Night Market.

One WN informant said that the Padang Panjang Culinary Market is a culinary paradise that should not be

missed.

“Here, the aroma of typical Minang cuisine combines with the friendliness of the traders, creating an alluring symphony of taste and culture. More than just a place to hunt for culinary delights, the Culinary Market is a silent witness to colorful intercultural interactions.”

Interaction between traders and buyers in culinary markets also involves intercultural communication, namely communication between individuals from different cultures. This communication requires understanding and respect for each party's culture. Nikmah (2019) said that intercultural communication is communication between people from different cultures. With globalization, cross-cultural communication has become very important because it is very useful when we visit or communicate with interlocutors who come from other regions. In the context of intercultural communication, traders and buyers at the Padang Panjang culinary market usually use various intercultural communication strategies to build harmonious relationships between them. Use friendly and polite language. Informant MM, who comes from Bandung and is not a Minang native, was very enthusiastic, saying that as a buyer, he felt very comfortable interacting with traders.

“Traders and buyers in this place use friendly and polite language to show respect and appreciation for each other in this Culinary Market, so even though I am not a Minang person, if I give a rating of 10, I give 9 for the friendly traders who communicate in the place. This“.

Language and communication are two parts of a cultural society. Language has a close relationship in the communication process. The language

will function and have meaning if it is communicated. Then the communication process will not take place if there are no language symbols that are exchanged according to the context. According to Mulyana (2015), there are two functions of language in communication. First, language is used to express oneself and communication intentions as a speaker. Second, language is used to communicate feelings and values to show how the speaker feels about the thing being discussed and the other person who is the target of communication. The close relationship between language and communication forms social interactions that can create a culture of its own. A communication event always involves language.

Language and culture are two different things, but they have a very close relationship, so they cannot be separated. Culture is a system that regulates human interaction in society. Meanwhile, Informant ML stated that traders and buyers at the Padang Panjang Culinary Market mostly use non-verbal language when buyers do not understand the meaning of what the trader is saying, they always express it with a smile, eye contact and polite body movements. Likewise when calling buyers to stop by the outlet they sell. Nonverbal communication helps communication with other people be effective. Another informant, YK, stated:

“Among the hustle and bustle of buyers at the Culinary Market, melodious conversations can be heard in various languages. The typical Minang language combined with Indonesian, is interspersed with other regional languages of the visitors. The traders do not hesitate to learn several new phrases and vocabulary to make communication easier, accompanied by a warm

smile that dissolves language differences.”

Traders and buyers in traditional markets usually use various languages in their interactions. This can be a communication barrier, especially for those who don't understand each other's language. However, traders and buyers in traditional markets often use strategies to overcome this language barrier, such as using simple and easy to understand language, using nonverbal language such as gestures and facial expressions, asking for help from other people who can translate if the buyer comes from outside the area of West Sumatra and do not understand Minang language. Even though it is characterized by harmony, intercultural interactions in the Culinary Market are not free from challenges. Language and cultural differences sometimes give rise to misunderstandings. However, with patience, mutual understanding, and a

willingness to learn, traders and buyers are able to overcome these challenges and strengthen their communications.

Kim, Eves, & Scarles (2009) emphasize the importance of local food in the tourist experience, which is not only from verbal and non-verbal communication, but culinary tourism also contributes to the cultural understanding of a region. In research at the Padang Panjang City culinary market, local food offered by traders became a bridge for buyers, including tourists, to understand and experience local culture through culinary delights. Interaction between tourists and local communities through food creates a richer experience. This is in line with research on interactions between traders and buyers in culinary markets, where the buying and selling process is not only an economic transaction, but also an exchange of cultural values that enriches intercultural communication.

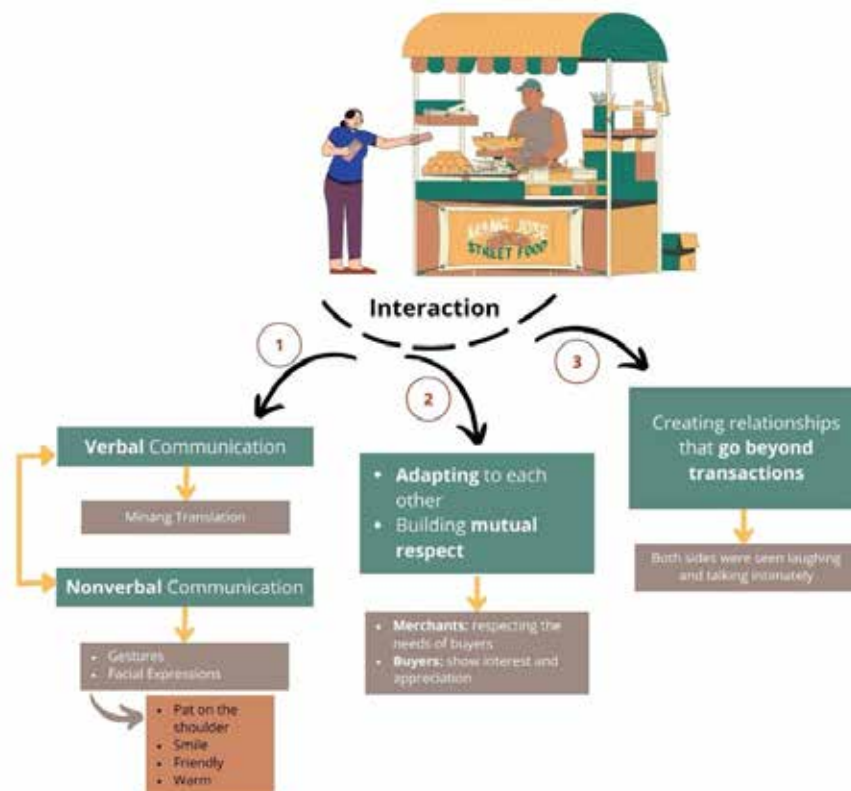


FIGURE 1. Harmony of Cultural Interaction between Traders and Buyers at Padang Panjang Culinary Market (Source: Prepared by the author)

2. Cultural Communication Patterns in Buying and Selling Activities at the Padang Panjang City Culinary Market.

In the symbol and meaning interaction approach, all human behavior includes what is said and what is done. In the symbol and meaning interaction approach, all human behavior has social meanings. At the Padang Panjang Culinary market, many unique cultural communication phenomena can be found between sellers and buyers who are interacting. Starting from the bargaining process, non-verbal messages are often hidden during buying and selling transactions. There are body movements between the seller and the buyer. The Minang language and the Indonesian mix used have become the everyday language of traders and buyers at the culinary market. A bargaining agreement in a market is what sellers and buyers look for. Up to calling and buying and selling transactions by inviting buyers to enter the food outlet. It cannot be denied that the bargaining that occurs is related to taste and price. Price and taste generally determine the deal. Apart from price, there are several other factors, namely the cleanliness and condition of the outlet, the number of buyers, and the variety of food sold by the outlet owner. In the bargaining process, which is related to the body language of the person at the end of the hand movement that selects and shows the desired food before a conversation occurs, which will trigger the initial action of offering by the seller.

One of the informants, RID, said that he always goes to his preferred food stall every time he visits Padang Panjang. He has a habit of greeting the stall owner while looking at the display window to see any food that catches his eye. He then points out the food and, if necessary, asks the stall owner to let him taste a little before deciding to buy. He also asks other customers for recommendations on the

best food before finally deciding what to purchase.

Meanwhile, KO, another informant, also said that he often felt like he was with his own family when he stopped by in Padang Panjang. He always took the time to go to the Culinary Market. He really liked eating rames rice and was always given lots of various curries by the seller without having to pay more. Likewise, informant KK never felt criticized by the seller in the slightest when he shopped at the culinary market, even though he asked many questions about various processed foods, even recipes, the trader was happy to explain what KK meant as a buyer.

In convincing buyers, sellers also sometimes play their hands to convince buyers. Hand movements such as patting, lifting the food being sold to make it look more prominent, giving the tester various side dishes or curry, and pointing to other parts of what they are selling which are the object of the transaction are used to convince buyers that the food being sold is new, fresh, delicious and clean and the price fits the pocket.

In this context the reality of human behavior is reflected in communication. Symbolic interaction emphasizes the meaning of socio-cultural interaction, and communication between traders and buyers. The communication process is both a verbal and nonverbal message and the final goal is to interpret the symbols based on mutual agreement. The relationship between symbolic interactions and meaning in the culinary market is how buyers and sellers focus on the ways humans use to form meaning, it means humans act based on meaning, where meaning is obtained from interactions with other people, and these meanings continue to develop and perfected as the interaction takes place. In the buying and selling interaction process, buyers are categorized into two types, namely regular buyers and customer buyers.



FIGURE 2. Cultural Communication Patterns in Buying and Selling Activities at Padang Panjang City Culinary Market (Source: Prepared by the author)

The interaction process that occurs between sellers and buyers is usually short because the seller immediately responds to the buyer's needs. There are rarely complaints from buyers, and the interaction process that occurs between sellers and buyers for resale usually lasts a long time because the social actions carried out by both actors depend on the number of goods desired by the buyer, apart from being accompanied by conversations about general to specific issues that strengthen their relationship. The use of symbolic interaction in this research is based on the consideration that communication activities between humans have unique characteristics, because humans interpret and define each other's actions. Interaction between individuals is mediated by users of symbols, interpretations, or mutual meanings to understand each other's meaning of interpreted symbols, or mutual understanding of the meaning of each other's actions in communication between people of

different cultures. With globalization, intercultural communication has become very important because it is very useful when someone visits or communicates with interlocutors who come from other regions or countries. Interaction at the Culinary Market is not only limited to buying and selling transactions. Traders and buyers often swap stories, share experiences, and even form friendships. This enriches intercultural interactions and creates a warm sense of family.

Maijid & Chik (2016) said that customer-based brand equity in a tourist destination has important value in intercultural communication. In the context of the Padang Panjang culinary market, intercultural interactions between traders and buyers influence brand assessment and brand equity of culinary products. Customer experiences influenced by intercultural communication can have an impact on brand image and buyer loyalty, which in turn influences marketing strategies and product offerings in the culinary market.

3. Tourist Perception of Food Quality at Padang Panjang Culinary Market.

Culinary tourism is booming in Indonesia, with Padang Panjang in West Sumatra emerging as a key destination. The city offers a variety of traditional foods with unique preparation methods and a growing market. However, there's a need for more integrated development in this area to boost income and awareness, as noted by Widiastuti (2018).

Based on interviews and observations, informants enjoy the traditional food at the Padang Panjang Culinary Night Market. They find the quality comparable to five-star dining, but at street food prices. This was confirmed by the informant RID, saying "For budget-friendly dining in Padang Panjang, don't miss the night market. With prices ranging from 5000 to 15000 rupiahs, you'll find delicious food in generous portions without breaking the bank. Open from 7:00 PM until midnight."

According to the informant, the food sold at the Culinary Market can be enjoyed in terms of taste when looking at the presentation and the taste of the food. WL, an informant, said, "Beware of the

explosion in your mouth of a combination of curated pasta and our mother's special spices." He said this after enjoying one of the food carts selling his favorite rames rice. He also admitted that the variety of food sold at the Culinary Night market made the informants interviewed in this research feel very free to buy various menu choices. A variety of menu choices will give informants a variety of choices in choosing food and drinks sold at the night market. Tourists' decisions to visit a destination often hinge on its image, prompting researchers to study this aspect (Tseng et al., 2015; Chen et al., 2016).

Informant YG clearly stated, "The Padang Panjang night market offers delicious daging padeh, reminiscent of rendang despite its thick coconut milk. Informant GF also praises the bustling atmosphere and diverse food options, suggesting it's a must-visit spot in West Sumatra. With varied prices and seating arrangements resembling tent stalls, visitors can enjoy viral music while waiting for their food."

Sivrikaya & Pekersen (2020) studied how interest and courage toward new foods influenced foreign tourists'



FIGURE 3. The Padang Panjang City Culinary Market (Source: of researcher documentation)

purchase intentions. These findings can be applied to understand how culinary traders in Padang Panjang interact with buyers to influence how tourists evaluate and purchase traditional food, as well as how traders can adapt their offerings to attract consumers with diverse culinary preferences.

Culinary tourism involves tourists engaging in food-related activities while traveling, such as trying local cuisine (Tsai and Wang, 2017). Tsai and Wang (2017) distinguish between full-service restaurants, focusing on service and aesthetics, and street food, emphasizing experiential value and interactions with customers. Affordable and tasty street food enhances the eating experience for budget-conscious travelers and contributes to the area's food brand image (Choi et al., 2013).

Informant SJ said that all the food sold at the Padangpanjang Culinary Market was super delicious. WN also gave a message to every traveler who stops by the culinary night market to mark the "Anonymous" stall at the night market because that stall provides one of the most delicious menus, namely Chicken pop. It

looks simple, but this chicken pop has a savory taste that is rich in spices and is very delicious and eaten with warm rice and delicious Padang chili sauce.

Through Table 1 below the researcher has summarized the various statements made by the informants meaning that local food can increase tourists' perceptions of the authenticity of heritage by making tourists familiar with the historical and cultural features of culinary tourism destinations. Tourists who consume local food will consider this consumption as a means to gain a different experience, not just the satisfaction of physiological needs. Tourists will be satisfied if the result of the comparison between expectations and experience is a feeling of happiness, especially a positive and memorable feeling when leaving the destination.

The informant highlighted the uniqueness of the food sold, which can be observed in its manufacturing, cooking, and serving processes, as well as its diverse flavors and colors. For instance, Pinyaram, similar to Betawi's Cucur cake, is a typical candy in West Sumatra, often served during holidays and celebrations



FIGURE 4. Travellers' Perceptions of Food Quality at Padang Panjang Culinary Market (Source: Research Results)

like weddings. It's made from a mix of granulated or palm sugar, white or black rice flour, and coconut milk, fried in cauldrons, which also serve as molds. Pinyaram comes in two variants: white (from white rice) and black (from black rice), with flavors like banana and durian. Typically sold in packs of 10 to 15 pieces, some packaged as Minangkabau souvenirs.

This was stated by informant AA stating "I like eating at this place. Typical Minang food is famous for its spices which give it a distinctive taste. "Apart from that, there is Pinyaram cake, which tastes exactly like kue cucur, but tastes good, a mixture of granulated sugar or palm sugar, white rice flour or black rice, and coconut milk, it feels like it blends well and breaks apart in the mouth." Perception involves the process of forming impressions, judgments, opinions, and feelings based on information received from external sources. It allows us to understand the world around us, including objects, people, and events. As social and individual beings, humans exhibit differences in their responses to objects, influenced by their unique perceptions. This diversity explains why individuals may have varying likes, dislikes, or even aversions towards the same object. Bagian Atas Formulir Bagian Bawah Formulir Informants' attitudes and behaviors are largely shaped by their perceptions. FH, trying Kalio Baluik for the first time, eagerly asked the vendor about the recipe. Similarly, DF noted that the food was affordable, delicious, and offered a wide variety.

Perception is a response to stimuli received by someone, as stated by Echols & Shadily in Pratisti & Yuwono (2018). Tourists' perceptions are related to the stimulus they feel when enjoying various culinary delights in Padang Panjang, apart from giving them the freedom to choose food, it also brings experiences for them.

Informants' perceptions in this case are also related to sensing, integrating, and assessing what they eat and enjoy as tourists with the variety of foods bought and sold at the Culinary Night Market.

Tourists' perceptions of food and drink stalls at the Padang Panjang culinary night market generally fall into the upbeat category regarding food quality. According to the informants interviewed, most stalls ensure high food quality through the use of fresh ingredients, hygienic processing methods, and attractive presentation. This emphasis on food quality is crucial for culinary businesses, as satisfied customers are more likely to become repeat buyers. Food quality can be said to be important in running a restaurant because it has a significant impact on customer satisfaction and their intention to make purchases in the future (Hanaysha, 2016; Ali et al., 2020; Abdullah, et al., 2018; Setiawati, 2020; Hidayat et al., 2020) in previous research revealed that food quality is indicated to have a significant relationship with customer satisfaction.

Customers derive satisfaction from eating quality food at restaurants, making food quality the primary determinant of customer satisfaction. Better food quality and good taste lead to higher customer satisfaction. While consumers primarily seek to satisfy hunger, businesses must prioritize product quality, especially in the food industry. At the Padang Panjang night market, effective communication is observed, with servers providing courteous service from arrival to departure, adhering to operational standards.

CONCLUSION

The Padang Panjang culinary market is a unique reflection of dynamic cultural interactions. Through a unique combination of language, smiles and gestures, traders and buyers manage to

create a warm and inviting atmosphere. This research shows that traders' ability to adapt to various cultural backgrounds is a key factor in attracting visitors. Further analysis of non-verbal cues can provide valuable insights for businesses to improve service quality and customer experience. Historically, this market has been a meeting center for various ethnic groups, forming a rich and unique communication tradition. The practical implication is the importance of preserving this tradition through intercultural communication training for the younger generation of traders.

Dynamic cultural interactions in the Padang Panjang culinary market are established through a unique combination of communication strategies. Effective intercultural communication, characterized by the use of polite language and a sincere smile, is the main bridge in building harmonious relationships between traders and buyers. Flexibility in adapting to diverse cultural backgrounds further enriches the shopping experience at this market. Further research can explore more deeply the role of non-verbal cues such as gestures, facial expressions, and interaction distance in shaping visitors' perceptions of service quality and product authenticity. The practical implications of these findings can be utilized by culinary businesses to develop more personalized and customer-centered marketing strategies, as well as local governments to design intercultural communication training programs for traders.

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