

MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY



Capstone Project Report

Toi Thu Di

Communication campaign about food venues in HCMC

Group: GFA23MC18

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December 9, 2023

Acknowledgement

In expressing our warm regards and deep appreciation, we are delighted to extend heartfelt thanks to Mrs. Nguyễn Quốc Thụy Phương. The support she has provided to our group has been invaluable knowledge for each of us. We are grateful for the insightful advice and experiences she generously shared, laying the foundation for our campaign.

The success of our campaign is indebted to the unwavering support of the lecturers at FPT University, who wholeheartedly backed and gave suggestions to our team. Our sincere gratitude goes out to them for their significant contributions.

We also express our thanks to the leadership of FPT University, as well as our supporters and partners for this campaign. Your support has been invaluable contributions, providing the motivation for us to share the message and valuable content to our audience.

Lastly, we take pride in the accomplishment of the team and our successful completion of this campaign to the best of our abilities. We express gratitude and appreciation for the time spent together, characterized by enthusiasm, respect, and growth.

While a simple "thank you" may not fully convey the depth of our feelings, please consider this letter as a token of our gratitude, and we hope it reflects the depth of our appreciation for all the support. We look forward to the possibility of working together again in the future and continuing to build upon the success we have achieved.

Once again, thank you for your unwavering support.

Sincerely,

“Tới Thử Đi” campaign’s organizer

December 9, 2023

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We, Vuong Dinh Huy (SS140141), Nguyen Phuc Thinh (SS150468), and Tri Nam Anh (SS160744), hereby declare that the report presented in this graduation thesis is solely our original work. We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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Introduction

About the campaign

The trend of eating out has been growing, leading to the demand for finding an affordable, delicious place to eat out. However, many people are struggling when choosing a location to eat out, especially if they are going to another area of the city. Beside that, eateries' owners also want to find a place to promote their location. Currently, with an order, the food-delivery applications from technology companies receive both revenue cut-off from the eatery and discount money from the shipper's bill of lading. The more they depend on the app, spend too much money on promotions, the higher the revenue but the lower profits, making the wave of leaving or becoming less dependent on the app become more and more drastic.

Faced with the above situation, the team has chosen to launch a communication project called “Toi Thu Di”. The main product of this campaign is a series of short videos, focused on introducing eateries in District 5, Ho Chi Minh City with the desire to promote District 5 culinary culture to everyone, contributing to promoting the district's economic development according to the city's policies.

In addition, the group also wants the TikTok channel to become a different solution for eatery's owners. The product is published on TikTok as the main platform, and Facebook as the supported platform.

Project summary

Master plan of the capstone project

Toi Thu Di																
Master Plan of the Capstone Project																
	PHASES	Pre-production						Production								
	TIMELINE	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
	OBJECTIVE	Planning process and execution of every task necessary before production begin						Producing eateries introduction videos in District 5 (Ho Chi Minh City)								
								Finalize products and proceed to post them on social networking platforms								
	TASK	Background and topic research	Conduct survey and interview	Analyze and Ideation	Content planning	Production planning	Prepare for shooting and production	Shooting and producing videos						Evaluation		
								Publishing videos and analyze metrics								
TOUCHPOINT AND CONTENTS	CONTENT SEEDINGS	Facebook groups														
	SOCIAL MEDIA	Social posts														
	EMAIL															
																Thank you letters

Link to the table on Google Sheets: [FA23MC18_MasterPlanoftheProject](#)

Target audience

Factor	Detail
Demographic	<ul style="list-style-type: none"> Gender: All. Age: 25-34.
Geographic	<ul style="list-style-type: none"> Living, studying, working, or commuting in or nearby the central area of Ho Chi Minh City.
Psychographic	<ul style="list-style-type: none"> Appreciating setting appetizing dishes in high-definition videos, with good image and sound quality. Willing to explore new experiences based on what they see, and which information being provided in the video. Willing to try new eateries if their friends or peers share or recommend location in the videos.
Behavioral	<ul style="list-style-type: none"> Seeking information about different eateries through TikTok videos, engaging with food-content on TikTok. Eating out or taking out at least one time per week. Watching short videos with a duration of under 2 minutes.

Big idea -

Introducing delicious eateries in District 5
to promote healthy competition and
regional economic development.

Key message

“Tới Thử Đi”

(Let's come and try)

Encourage target audiences to come to
experience the dish offered at this place if they
have the opportunity.

Key results and achievements

Goals	Objectives (TikTok)			
	Key results	KPI	Actual	Compare to KPI
<ul style="list-style-type: none"> Create a TikTok channel about introducing eateries and gradually build a map of eateries of District 5. Provide the target audience with more dining options that are suitable to their needs and desires. 	Views	500,000	980,974	196.19%
	Displayed Buzz Volume (Comment + Share)	2,000	4,609	230.45%
<ul style="list-style-type: none"> Get positive feedback about the content. 	Sentiment Score	0.80	0.78	

After the campaign, two key results (Views and Display Buzz Volumes) surpassed the KPIs. The audience's comments on our content are mostly positive. The project also got public's recognition and opportunities to expand in the future.

Chapter 1. Idea research and development

The trend of eating out has been growing, particularly young people who spend a large part of their income dining in eateries. Furthermore, the demand for finding an affordable, delicious place to eat out is rising. Eating out is typically seen among the male, aged 15-35. They regularly eat out for breakfast and lunch, while eating out at dinner is mainly for meetings and special occasions (Pham, 2022).

Through research, observation and discovery, we found that today, Ho Chi Minh City has many great eateries, but not many people know much of them. Beside that, promoting unique locations in each district is also a program created by the Department of Tourism of Ho Chi Minh City, called “One district, one tourism product” (VNA, 2023).

To point out which unique each District has, we use the famous line “Ăn Quận 5, nằm Quận 3, xa hoa Quận 1” (Eat in District 5, stay in District 3, luxury in District 1). District 5 is famous for its cuisine with many eateries, both Vietnamese and Chinese style. It has always been a "culinary paradise", not only for locals but also for domestic and foreign tourists. Young people today are also excited, willing to do food tours in District 5 (Giang, 2016).

Combined with self observation, we found that the content about introducing District 5's eateries is posted sporadically, or does not have a specific playlist on food-introduction channels. With the passion about food review, experience on short-video production and considering the team's resources, we decided to create a communication campaign, focusing on building a TikTok channel about introducing eateries in District 5 for the capstone project.

1.1. Background research

A report from Euromonitor (2023) shows that Ho Chi Minh City had over 134,000 eateries in 2022, accounting for 39.78% of all eateries in Vietnam (as cited in iPOS.vn, 2023).

There are 20.4% of people, which means over 1 person out of 5, eating-out everyday. While 3-4 days eating-out per week frequency accounts for 17.9%, and 1-2 days per week is 18.4% (iPOS.vn, 2023).

The foodservice industry is primarily driven by two major performers: full-service restaurants (FSR) and quick-service restaurants (QSR). Together, these two categories contribute to 72% of the industry's total revenue, while the remaining 28% comes from various sources such as street food vendors, canteens, convenience stores, and hotel dining. Among FSRs, traditional dining restaurants currently hold the majority share of revenue, while the upscale fine dining sub-sector is expected to see substantial growth by 2026, primarily influenced by disposable income trends (Pham, 2022).

In the Internet era with the rapid growth of social networking platforms, people use it to share their own experiences and hobbies, including passionate about food. Nowadays, online review communities have gained considerable popularity, spanning across platforms like Facebook, YouTube and especially TikTok, where people can share their experiences with videos and their thoughts (Khuyen, Châu, Trâm, & Hải, n.d.).

1.2. Topic research

Based on background research about eating out behaviors in Ho Chi Minh City, and the popularity of online review communities on short-video platforms, we decided to do research about the behaviors of eating out in Ho Chi Minh City, the habit of watching food review content on Internet, especially for our planned target audience. These two researches lead to the conclusions of what people want to see on a food review video on TikTok, and their important criterias when choosing eateries for eating out. These conclusions contributed to our eateries selection process, big idea and production planning for the campaign.

1.2.1. Eat out and takeout behaviors

◆ Definition of eat out

Eat out is a phrasal verb, which means “to have a meal in a restaurant, etc. rather than at home” (Oxford Learner's Dictionaries, n.d.). It can also be called “out of home eating” (Orfanos, et al., 2007). In previous researches, eat out is defined as “the consumption of foods and beverages out of home”, which includes offices, schools, cafeterias, fast-food restaurants, friend’s houses, etc (Vandevijvere, Lachat, Kolsteren, & Oyen1, 2009). In this paper, eat out refers to the eating activities in eateries.

◆ Definition of takeout

Takeout is a noun, which means “a meal cooked and bought at a shop or restaurant but taken somewhere else, often home, to be eaten, or the shop or restaurant itself” (Cambridge Dictionary, n.d.). In this paper, we also focus on takeout activity at eateries.

1.2.1.1. General customer behaviors

In our secondary research, important criterias when choosing eateries are: Deliciousness of food (88.2%), Price (72.9%), Food hygiene & safety (62.2%), Interior (53.6%), Services (47.7%), Convenience (39.9%), Promotion (34%), Get reviewed (32.5%), Serving time (21.8%), and Regular menu updating (10.5%). In terms of cost, 10,000-30,000 VND is the most popular price range for breakfast, accounting for 75.8%. Then, 31,000-50,000 VND is the most popular price range for lunch and dinner (38.1% and 42.7%, respectively). There are 23.3% willing to spend more than 51,000 VND for their dinner, compared to 13.3% for lunch (iPOS.vn, 2023).

For the preferred time for eating out, a survey taken by Q&Me (2023) shows that 47% respondents from Hanoi and Ho Chi Minh City eat out for breakfast, 39% for lunch and 16% for dinner, while nearly 80% of the dinner time is consumed at their residence.

A report from YouGov (2023) shows that restaurants/cafes are the second most visited places in consumers' free time, accounting for 32%. For restaurant types, local food shops and Vietnamese food restaurants are attractive to the youngest groups, with 36% and 38% for respondents aged 18-24, and 37% and 39% for aged 25-34 (as cited in Decision Lab, 2023).

1.2.1.2. The target audience's behaviors

Based on those secondary researches, we decided to conduct research about eating out behaviors for the planned target audience of this campaign.

♦ Rational choice theory

Rational choice theory, originating in the field of economics, is based on the idea that individuals make decisions based on what will bring them the greatest advantage (Simon, 1959). Over time, this theory has found applications in the social sciences to elucidate human behavior. According to rational choice theory, people are self-interested, rational beings who aim to maximize their utility by allocating their limited resources among various competing goals and interests. They do so by taking into account their individual preferences, values, opportunity costs (such as the availability of resources and personal competence), and institutional constraints (such as family and societal norms) (Baker, 2006; Bouffard, 2007; Friedman & Hechter, 1988, as cited in Cha, Crowe, Braxter, & Jennings, 2016).

Rational choice theory suggests that decision-making trade-offs lead to equilibrium, a point at which significant behavioral change is unlikely because the cost of changing behaviors outweighs the expected benefits. When individuals reach equilibrium through a series of rational decision-making processes, their behavior may only change under one or a combination of four conditions: (a) changes in resource availability, (b) changes in the prices of related or

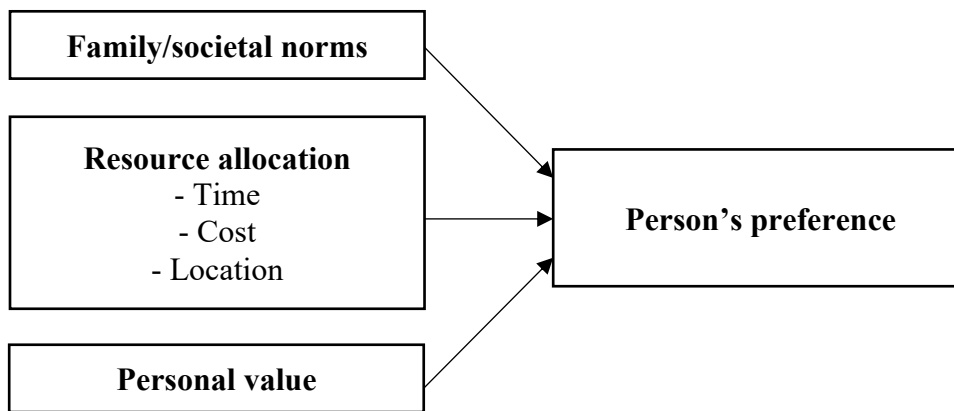
substitutable goods and services, (c) alterations in values or preferences, or (d) changes in expectations about the future (Baker, 2006, as cited in Cha, Crowe, Braxter, & Jennings, 2016).

By understanding important criterias when choosing eateries, grouped by age, gender and trade-offs (such as location, and cost), the video series can be designed to align with viewers' rational preferences. Furthermore, rational choice theory can help us understand the preferences of the target audience and tailor the video series to their interests.

◆ Conceptual framework

Figure 1.1

Conceptual framework based on the rational choice theory



Based on the above framework of rational choice theory, we divided the research elements into these groups:

- **Family and societal norms:** An individual's understanding, shaped by their primary influences, of whether a particular behavior should or should not be engaged in. This perception is influenced by the opinions and judgments of significant people (parents, friends, relatives, etc.).
- **Resource allocation:**

- **Time:** The frequency and time of an activity that an individual dedicates to eat out or takeout.
- **Cost:** The amount of money an individual is willing to spend while eating out or taking out.
- **Location:** The area where an individual lives or works/studies, as well as the places they consider when choosing eateries for eat out or takeout.
- **Personal value:** Represented by the available choices that align with an individual's crucial criterias when selecting an eatery.
- **Person's preference:** The most significant factor when deciding where to eat out or takeout.

◆ **Methodology**

- **Quantitative research:** Carried out through the theoretical basis and related research, thereby building conceptual framework. Then, using the above factors to set up a survey questionnaire and collect data. After gathering data through the survey, results from respondents are analyzed to identify the most important criteria for choosing an eatery.
- **Qualitative research:** Randomly choose three people based on their living, working/studying location to take in-depth interviews about their important criterias when choosing an eatery for eating out or taking out, and their behaviors when watching food-introduction content on TikTok.

◆ **Method of sampling**

Currently, to determine sample size, people often rely on empirical formulas. According to Hair et al. (1998), the minimum suitable sample size is 50, preferably 100 or more. The ratio of observations to an analyzed variable is 5:1, or 10:1.

This research model has 25 observed variables. Applying the 5:1 ratio, the minimum sample size will be $25 \times 5 = 125$. If the ratio is 10:1, the minimum sample size will be $25 \times 10 = 250$. Those two sample sizes are both larger than the minimum sample size (50 or 100).

◆ **Survey result and key findings**

From September 13, 2023 to September 21, 2023, we collected 149 respondents from people living and working/studying in five big areas of Ho Chi Minh City. The sample size of respondents under 18 years old is very small, so we decided to eliminate from our result afterwards. After that, the number of valid respondents is 146.

- **Demographic:** Respondents satisfactorily met the expectation to represent our target audience. While gender has inclined toward men (56.16%), age groups are prominently skewed toward 18-24 years old the most (54.11%), followed by the 25-34 years old group (45.89%).
- **Geographic:** Respondents living in the central area of Ho Chi Minh City accounted for 78.10% of the sample size, followed by the East (Thu Duc City) with 12.32%, and the remaining areas accounted for 9.58%. Therefore, respondents working/studying in the same area are approximately equal.
- **Family/societal norms:** Based on age, there is a large number of people eating out with friends, but with the older age group, they're likely to eat out with their colleagues. As for the number of people who eat out together, based on gender,

men tend to eat alone and in groups under 4 significantly more, while women prefer to eat out in groups of 3-4 people.

- **Time:**
 - Respondents aged 25-34 eat out or takeout more frequently than other age groups. On weekdays, people aged 25-34 eat out or takeout more frequently, while people aged 18-24 eat out or takeout on special occasions more than people aged 25-34. Men tend to eat out or takeout on weekdays while women tend to go out on occasions, or when they meet their family or friends.
 - In terms of time of day, many people aged 25-34 eat out or takeout in the morning and noon, while 18-24 years old people often eat out or takeout at noon and evening. Most men eat out or takeout in the morning and at noon. For women, it's approximately equal in the morning and noon, but increases at evening and night.
- **Cost:**
 - **Morning:** Most respondents aged 18-24 are usually willing to spend from 20,000 VND to 30,000 VND, and 50,000 VND is the second highest choice. Meanwhile, people from 25-34 years old are willing to spend from 31,000 VND or higher for their breakfast. Men also tend to pay more than women for breakfast.
 - **Noon:** According to age, most respondents are willing to spend from 31,000-50,000 VND. There are still many people aged 18-24 who only

spend 20,000-30,000 VND for lunch. Most men and women together choose the price range of 31,000-50,000 VND for lunch.

- **Evening:** Most respondents aged 18-24 increase their spending, while the 25-34 years old group also spend more aggressively. Men still spend more than women, but women are willing to spend more than men in the price range of above 100,000 VND.
- In general, we can see that men are willing to spend more than women when eating out or taking out, but when it comes to the higher price range, women are willing to pay more than men. People aged 25-34 are also willing to spend more than those aged 18-24 on almost every time of day.
- **Location:** Regardless of age and gender, both men and women are quite open about alternating between familiar eat out or takeout eateries and visiting any convenient locations, as long as these are on their route from home to school or office.
- **Personal value and person's preference:**
 - **Morning:** Many respondents aged 18-24 want the convenience of the location, followed by price, quality, and cleanliness. As for the 25-34 years old group, most people want food quality, followed by cleanliness, convenience and price. In general, these 4 criterias are chosen by most people. Men and women are approximately equal in terms of important criterias, except for some criterias which women significantly want more than men, such as dining space and good service. For the most important

criteria, food quality is considered the same, but for men, convenience comes first, then quality, but for women it's the opposite.

- **Noon:** Both two age groups (18-24 years old, and 25-34 years old), men and women, want more food quality and cleanliness than breakfast, in return for convenience.
- **Evening:** In terms of age and gender, food quality is the highest priority, space criteria are much higher than other times of day. Criteria of price, cleanliness, have slightly decreased, while the criteria of convenience has significantly decreased.

[View survey result at [Appendix A/Question 6-20](#)]

◆ Interview result and key findings

After interviews with the target audience, what the team gathered showed that both men and women focus on criteria such as food quality, price, and cleanliness of the eatery, but between them there will be differences.

Men's requirements for the above criteria will be somewhat less strict than women's. Regarding food quality, men tend to care more about portion sizes than other factors. They also expect that for the price they pay, the portion and taste must be commensurate. They don't place much importance on the cleanliness of the eatery, but they must ensure it is at a basic level. Meanwhile, women will have higher requirements for food quality, such as presentation and taste. With the money they spend, they expect the return on their dishes to be somewhat higher, mainly in terms of taste. The price they expect is somewhat less than men but not significantly; sometimes they can even spend larger amounts of money than usual. And finally, women are more strict with the hygiene criteria.

[View interview results at [Appendix B1](#), [Appendix B2](#), and [Appendix B3](#)]

1.2.2. The situation of eateries leaving food-delivery application

With the current technology boom, the trend of ordering and buying food online via mobile application is rising (Cúc, et al.). Those applications will receive both revenue sharing money from the eatery and discount value from the shipper's bill of lading for each order. However, owner of many eateries which partnered with food-delivery applications are complaining about the high cut-off policy, from 12-25% of the value of each order, not to mention promotions required by the app causing the actual revenue of these establishments to decrease (KiotViet, 2023).

According to an eatery owner in Bình Thạnh District, their on-site selling price is 25% more than their app-based price. Because they must provide an average discount of 15% and promote 20% of each order to make their products stand out in app search results, the eatery's profit margin is much larger than selling through the application (Trung, 2022).

Despite the increased cut-off rates on GrabFood and GoFood, the proprietor only receives 35,000 VND each dish of rice, without adding additional expenditures. Due to income pressure from application's owners, several eatery owners have responded by shut down their sales on apps, and only sell straight to users. This raises the question of how eateries might promote their products at a fair cost (Ngân, Tân, & Quỳnh, 2023).

Faced with the above situation, in addition to introducing eateries to the target audience, the long-goal of the TikTok channel "Lân La Hàng Quán" also aimed to provide more economical advertising solutions for eateries that do not have a lot of money for advertising.

With TikTok's growing popularity, hiring TikTokers to introduce eateries has become an efficient method of promotion for eateries looking to spread the image of their location. A

dish featured in a TikTok's review video can capture the attention of a big number of TikTok users, building demand and boosting potential buyers' desire to try. These are prerequisite factors that contribute to strengthening our reason for choosing TikTok channel for this campaign.

1.2.3. The selection of eateries for this campaign

We choose District 5 as the main area for this campaign. As cited above, the famous saying “Ăn quận 5, nằm quận 3, xa hoa quận 1” is based on the similar one from ancient Chinese people “Sinh Hàng Châu, lấy chồng Tô Châu, ăn Quảng Châu và chết ở Liễu Châu” (Be born in Hangzhou, marry in Suzhou, eat in Guangzhou, and die in Liuzhou). Dubbed the "capital of delicacies", Guangdong's capital city of Guangzhou concentrates many of China's culinary quintessence and interacts with world cuisine (Williams, 2019).

A lot of Cantonese people migrate to Vietnam and Cantonese culinary culture also follows. Nowadays in Ho Chi Minh City, there are over 500,000 Chinese-Vietnamese people living in District 5, 6, and 11. Of which, District 5 accounts for about 40%. In the old days, they lived in an area called Chợ Lớn. Chợ Lớn today refers to the area where many Chinese people live along the Tẻ canal, stretching from District 5 to District 6. However, in fact this area used to be a city with the name Chợ Lớn city (Hậu, 2023).

1.2.3.1. History of Chợ Lớn

Before the French colonial period, Saigon and Chợ Lớn were two separate cities. Chợ Lớn area used to be called Saigon market street, and today's Saigon area (District 1) was called Bến Nghé. The two are separated by a suburb in between.

Later, the French took the name Saigon and attached it to the urban area in Bến Nghé (District 1). The name Chợ Lớn probably comes from comparing the larger Chinese market with other Vietnamese markets such as Tân Kiểng market.

On June 6, 1865, Chợ Lớn city was established. By 1930, when the two cities expanded to the point where they interested in Nguyễn Văn Cừ Street, the French president at that time decided to sign a decree merging the two cities into a new administrative unit, the Saigon – Chợ Lớn area, on April 27, 1931. In 1951, the name was changed to Saigon Capital – Chợ Lớn (Đô Thành Sài Gòn – Chợ Lớn). In 1956, it was decided to establish Saigon Capital (Đô Thành Sài Gòn). The name Chợ Lớn has since ceased to officially exist administratively, but has become a cultural area spanning Districts 5, 6, and 11 (Hậu, 2023).

1.2.3.2. The diverse of eateries in District 5

District 5 in Ho Chi Minh City, popularly known as Chợ Lớn, is well-known for its bustling and diversified food scene, with cuisines to suit every palate. One of the features of District 5 is its rich Chinese heritage, which is reflected in the area's numerous Chinese eateries. Authentic Chinese eateries serve popular meals such as dim sum, roasted meats, and a variety of noodle and rice dishes (Hậu, 2023).

The food culture in District 5 is also identified and being promoted aggressively by the local authority. According to Mr. Tran Minh Sang, Chief of Economic Office of District 5, this area is a place where the Chinese-Vietnamese population has been living for a long time. This is also a place of cultural interference, attracting tourists because of many unique architectural works and rich cuisine (Trí, 2023).

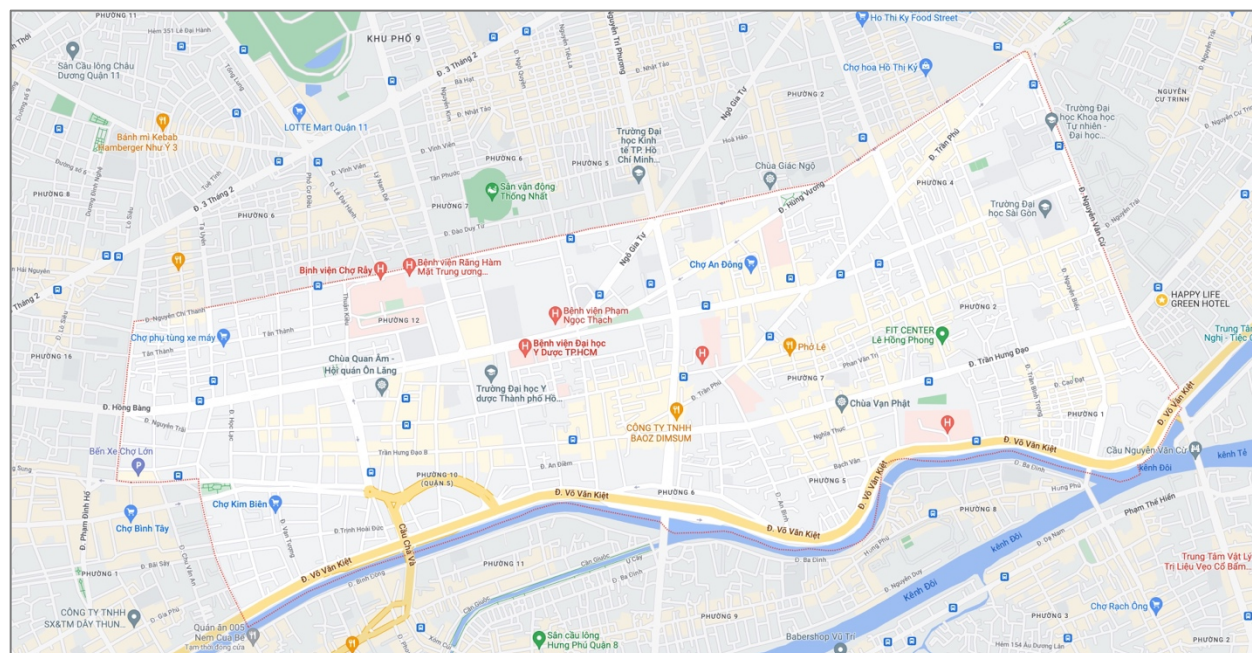
1.2.3.3. Location and population of District 5

District 5 is located in the central area of Ho Chi Minh City. The east borders District 1 (Nguyễn Văn Cừ Street) and District 4 (through a small section of Bến Nghé canal). The west borders District 6 (Nguyễn Thị Nhỏ, Ngô Nhân Tịnh, Lê Quang Sung and Chợ Lớn bus station). The south borders District 8 (Tàu Hủ canal). The north borders District 10 and District 11 with

the boundary being Hùng Vương and Nguyễn Chí Thanh streets. The District has an area of 4.27 km², the population in 2019 was 159,073 people, the population density is 37,254 people/km² (Tổng cục Thống kê, 2020).

Figure 1.2

District 5's map. Screenshot from Google Maps (2023)



1.2.3.4. District 5's food-introduction content on TikTok

According to our research, the number of food-introduction content of District 5 on social networks, especially TikTok, is not too much. Eatery-introduction videos in District 5 are not posted regularly, and come from many different channels.

When using TikTok's tool, the hashtag #quan5angi has only been mentioned in more than 280 posts in the past 120 days, while the hashtag #quan1angi has been mentioned more than 590 times, and #quan3angi has about more than 450 videos mentioned. It can be seen that food-introduction videos of District 5 on TikTok have not been focused, or not easily reached to the

audience. However, 52% viewers of videos with hashtag #quan5angi are 25-34 years old, which is suitable with our planned target audience.

1.2.3.5. The team's cooperation with the Women's Union of District 5

One of general missions of the Vietnam's Women Union is "Participate in building the Party and State, socio-economic development and protecting the country" (Hội Liên hiệp Phụ nữ Việt Nam, 2019). With this reference, we decided to get assistance from the Women's Union of District 5, Ho Chi Minh City.

With the knowledge and understanding of eateries in the area, representatives of this organization can help us choose locations to introduce on the channel with suitable criterias. With the support from the association, we hope to promote not only eateries, but also the cultural identities in District 5 to more people, contributing to promoting local economic development.

1.2.4. The selection of social media platforms for this campaign

◆ Definition of social media

The term "social media" was first used in 1994 within an online media environment called Matisse in Tokyo (Bercovici, 2010). Over time, both the number of social media platforms and the number of users have grown significantly, establishing social media as one of the internet's most important applications (Aichner, Grünfelder, Maurer, & Jegeni, 2021).

Nowadays, companies have rapidly redirected their marketing focus to social media platforms. The existence of both businesses and users on social media has transformed the way companies interact with their customers. Customers are no longer limited to passive roles in their interactions with companies (Malthouse et al., 2013, as cited in Aichner, Grünfelder, Maurer, & Jegeni, 2021) They provide feedback, ask questions, and expect quick and customized answers to their specific problems. Additionally, customers share text, images, and videos.

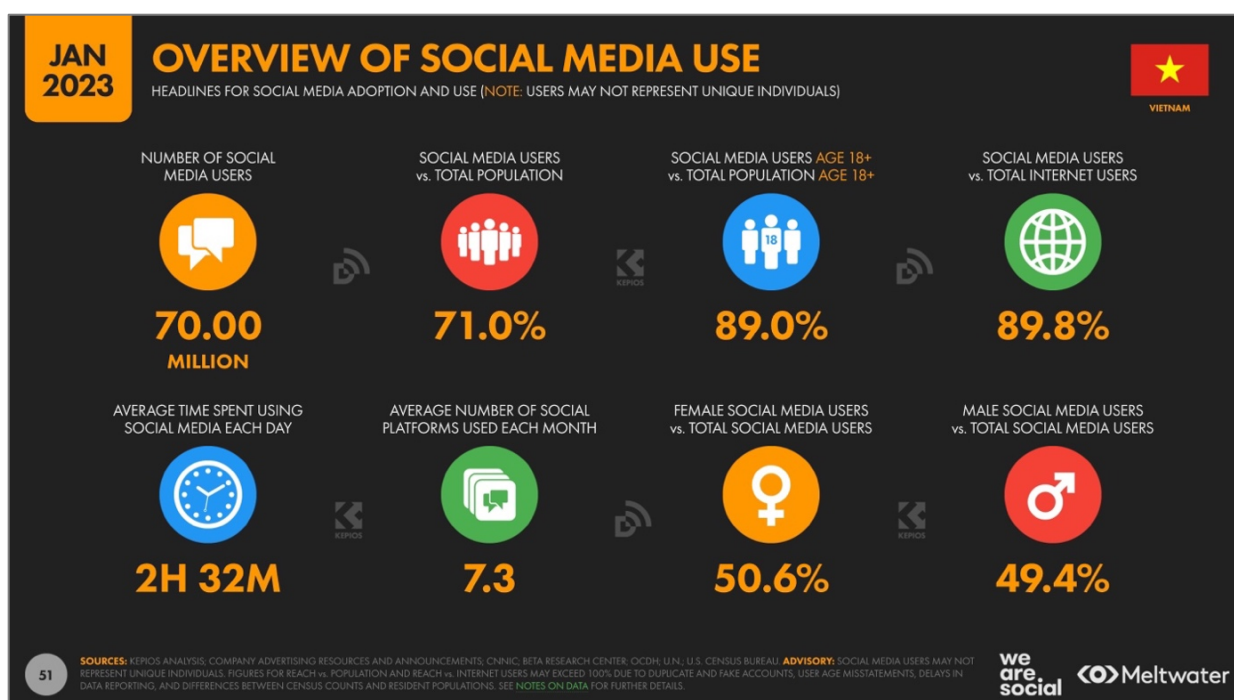
◆ The popularity of social media

In January 2023, there were about 70 million social media users in Vietnam. It's worth mentioning that these social media users may not necessarily be distinct individuals.

Furthermore, a significant 89.8% of Vietnam's entire internet user population, irrespective of age, engaged with at least one social media platform. At that time, 50.6% of Vietnam's social media users were female, while 49.4% were male (We Are Social, 2023).

Figure 1.3

Overview of social media use in Vietnam (We Are Social & Meltwater, 2023)



1.2.4.1. TikTok and Facebook

◆ TikTok

TikTok¹ is a mobile app known for short videos that typically range from 30 seconds to over 3 minutes in duration. On TikTok, information spreads rapidly, reaching millions of users simultaneously. Consequently, millions of teenagers aged 15 and above spend an average of 91 minutes per day on the app, surpassing the 51 minutes they spend watching YouTube daily (Perez, 2022). This rapid dissemination of content means that a video can go viral within a short time after being posted, leading to a surge in video creation and sharing on TikTok. Videos on TikTok are typically short. This format encourages more people to post content on the platform in the hopes of achieving virality. TikTok content spans various categories, including entertainment, sports, informational, fashion, news, and cooking videos. The platform welcomes individuals to establish their own page and attract attention from others (Truong & Kim, 2023).

In April 2020, TikTok emerged as the most downloaded social media app, surpassing major rivals such as Facebook and Instagram (Chan, 2020). Globally, it recorded a staggering total of 2 billion downloads (Chapple, 2020). The app has considerable potential for reaching a young audience, with a largely preteen user base (Morgan, 2020).

Data from ByteDance's advertising resources reveals that in early 2023, TikTok had approximately 49.86 million users who were 18 years old and above in Vietnam (as cited by Kemp, 2023). Report from We Are Social (2023) shows that a significant 77.5% of internet users aged 16-64 engage with TikTok on a monthly basis. Among active social media users aged 16-64, 20.3% choose TikTok as their favorite social media platform.

¹ TikTok is an international version of Douyin in China; however, the two apps are different, because they are provided within distinct cultural and regulatory environments. This campaign refers only to TikTok as this is the version that's operating in Vietnam, not Douyin.

In a survey conducted by iPOS.vn (2023), 50% of respondents selected TikTok as their platform of choice for searching eat-out eateries. This places TikTok as the second most popular platform for this purpose, despite its relatively new and youthful presence.

◆ Facebook

Meta Platforms, formerly known as Facebook, Inc., is an American company specializing in social media and online social networking services. It was founded in 2004 by Mark Zuckerberg, along with his Harvard University peers Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Users can access Meta Platforms' services through Internet-connected devices such as computers, tablets, and smartphones. After register, users have the option to create personalized profiles displaying their own information. They can share text, photos, and multimedia content with others who have accepted their "friend" requests. Users can also view similar content shared by their added friends or fanpages. Additionally, users can interact with various embedded applications, join interest-based groups, and receive notifications regarding the activities of their friends. (Tien et al., 2019).

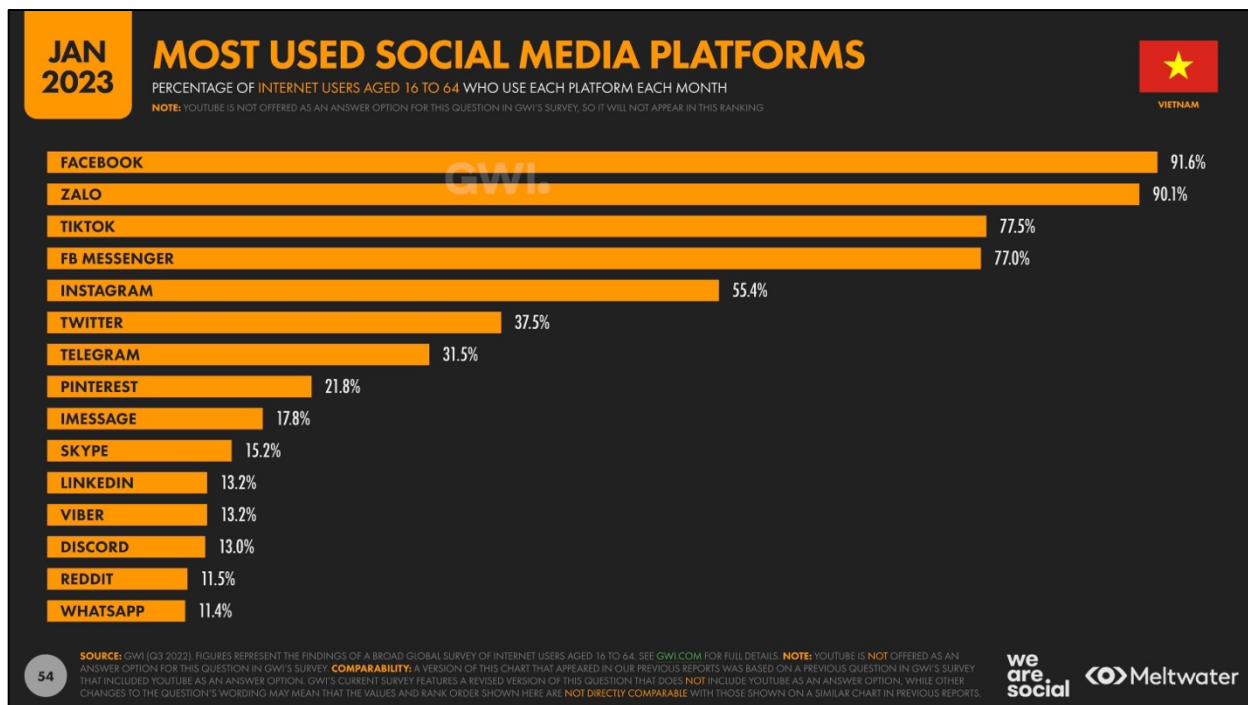
Facebook Reels is a short-video sharing function that incorporates music, audio, and visual effects. This function is provided by Meta Platforms. Much like Facebook's primary offering, Facebook Reels facilitates the sharing of user-generated content. However, it imposes certain constraints, restricting videos to a maximum duration of 90 seconds and requiring them to have a 9:16 aspect ratio (Facebook, n.d.).

Data from Meta's advertising resources reveals that in early 2023, Facebook had a user base of approximately 66.20 million in Vietnam (as cited by Kemp, 2023). Despite the rapid growth of TikTok, Facebook remains the largest social media platform in Vietnam. According to We Are Social (2023), a substantial 91.6% of internet users aged 16-64 are active on Facebook

each month. In the same demographic of active social media users aged 16-64, 34.4% choose Facebook as their primary social media platform.

Figure 1.4

Most used social media platforms in Vietnam (We Are Social & Meltwater, 2023)



1.2.4.2. The selection of main platform and supported platform

◆ Customer journey when seeking eateries information

The customer journey is described as the overall experience. Pre-purchase, buy, and post-purchase are instances of the different stages in the customer journey (DINC, 2023). The pre-purchase stage includes the customer experience before they do a buying transaction (Lemon & Verhoef, 2016). When choosing an eatery, customers encounter some uncertainty factors, such as food quality, price, cleanliness and convenience. Such uncertainties lead them to search on various information sources (Richards & Tiwari, 2014).

One potential source for looking for information about eateries is social media platforms (Kim, Rahman, & Bernard, 2020). In the first place of the customer journey process, Tussyadiah & Fesenmaier (2009) noted that online communication significantly affects consumer's desire to visit a place. Social media has become a substantial source of information that shapes consumers' viewpoints and choices when making purchases (Lima et al., 2019). When social media platforms provide information related to food, it is considered by consumers as more reliable than food that mass media or other food-related organizations promote (DINC, 2023).

As cited above, TikTok and Facebook are popular social media platforms. While Facebook is known for more traditional content (text, images and regular videos), TikTok approached an emerging form of video content, which is short videos. One research proved that short videos convey more comprehensive information and trigger multi-sensory experiences, leading to enhanced persuasive effects in altering customer attitudes and behaviors (Tussyadiah & Fesenmaier, 2009), and another concluded that short videos significantly increased potential audience's inspiration and travel intention (Wu & Ding, 2023).

In terms of the better short videos platform, TikTok is mainly known for this type of content, with a higher engagement rate compared to the Reels function on Facebook. From a comment rate perspective, TikTok registers an average of 0.09%, while Reels scores 0.05% on average (Cucu, 2023).

◆ **Hashtags analysis**

On popular social media platforms, hashtag are words and numbers following the “#” symbol that categorizes and tracks content. Hashtags group similar content together, helping people find content that matters to them. For content creators, hashtags can help reach their

audiences, increase engagement and make the channel easier to find. Therefore, we can take advantage of trending hashtags to attract more attention (Sprout Social, 2023).

On TikTok, popular hashtags about food, such as #ancungtiktok, or #reviewanngon gained above 85% of interest ratio in Vietnam in the last 120 days (prior to September 23, 2023). Analytic in #reviewanngon shows the hottest topic is food and eatery recommendations, mukbang and cooking foods. The hashtag gained over 6 billion views, and was mentioned in over 54,000 posts in the same time period.

Meanwhile, despite introducing hashtags on Facebook in 2015, the platform itself is not very clear about how exactly they work, and what creators should do to take advantage.

After analyzing hashtags, the better platform for short videos format, and considering the team's resources and experience, we selected TikTok as the main platform for this campaign, and Facebook as the supported platform.

Figure 1.5

Analytic and interest ratio in the last 120 days for hashtag #reviewanngon and #ancungtiktok.

Screenshot from TikTok (2023)

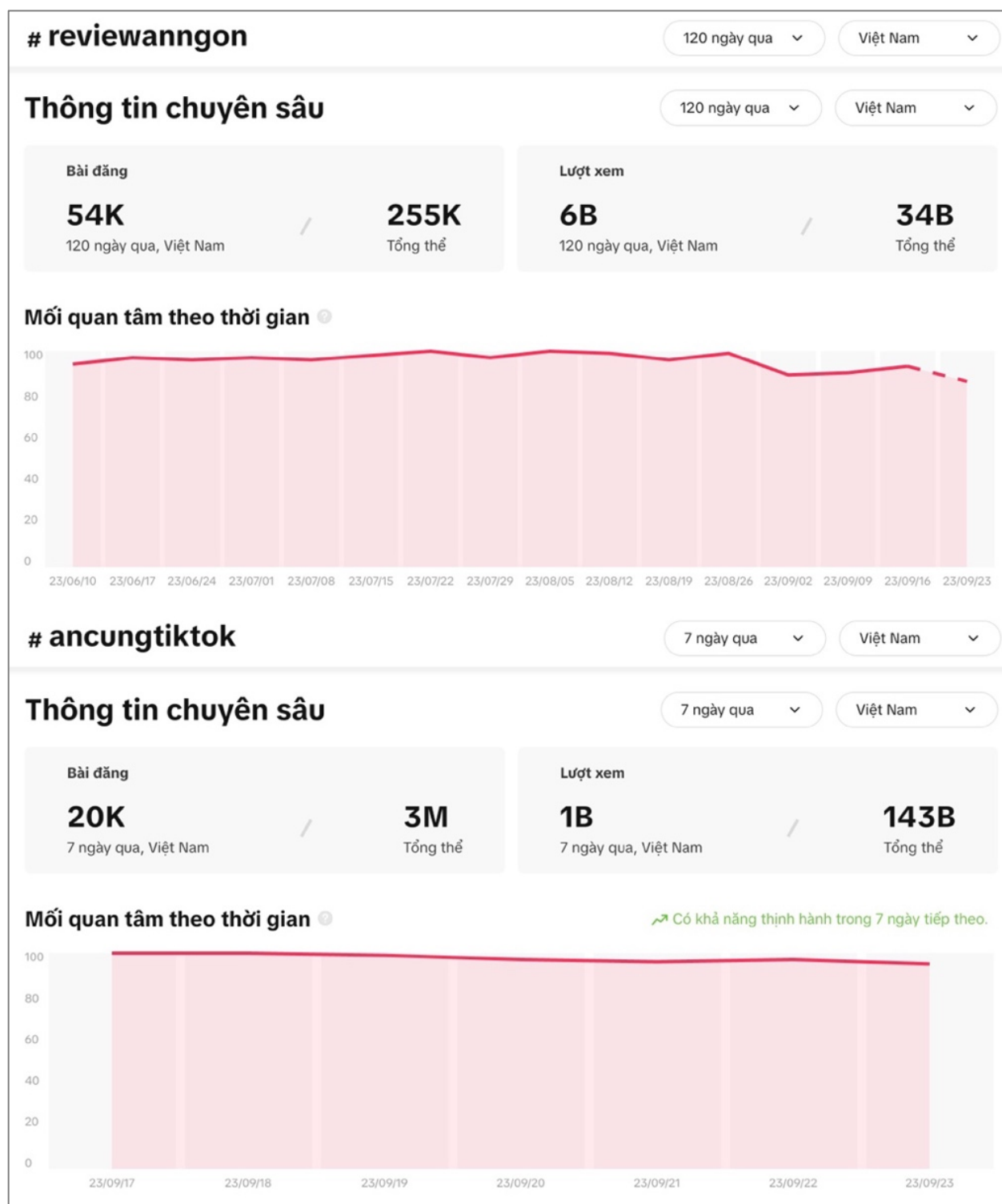


Figure 1.6

Hot topics with #reviewwanngon hashtag on TikTok. Screenshot from TikTok (2023)



◆ Survey result and key findings

This is the second part of our survey, focusing on behavior when watching food content on TikTok. After gathering data through the survey, results from respondents are analyzed to identify their behavior and demand for food-introduction content on TikTok. The time, method and sample size of this part is similar to the survey about respondent's behaviors when choosing eateries (from September 13, 2023 to September 21, 2023, with 146 valid respondents).

- When we ask about which social media platforms they use to watch content of eateries introducing or reviewing, Facebook/Facebook Reels and TikTok are used by the majority of users of two main age groups (18-24 years old, and 25-34 years old). Both men and women are mainly using Facebook/Facebook Reels

and TikTok, but men tend to use TikTok more than Facebook, while women use Facebook/Facebook Reels more than TikTok. Some women also do use Instagram while men rarely do not.

- Upon all age groups, friends, relatives, colleagues and review websites (Foody, Google Review...) are the popular options chosen by many respondents to get more information about eateries, beside social network platforms. Both men and women tend to seek more information from relatives and other platforms, but that activity takes place more strongly in women.
- The messages or content provided by TikTok food reviewers are still not completely trusted by respondents. The most popular choice is "Neutral", accounting for more than 50% across all age groups.
- Clear, well-crafted images, clear sound are important factors that affect the trust by respondents from most age groups when watching food review content on TikTok. Those aged 18-24 and 25-34 are more concerned about having footage of dishes being made or an open kitchen being shown in the video.
- In terms of the preferred length of the clip, 1 minute to 1 and a half minutes is the most preferred by all age groups. Men will prefer videos from 1 minute to 1 and a half minutes, while women will like to watch videos from 1 and a half minutes to 2 minutes.
- Overall, TikTok has an impact on the 18-24 and 25-34 age groups while choosing eateries for eating out. For the gender, men are more impacted than women.

[View survey result at [Appendix A/Question 21-26](#)]

♦ Interview result and key findings

After asking interviewees about their behaviors when choosing eateries, we continued to explore their important factors when watching food-introduce content on social media platforms.

According to the interview result, the team found that male subjects will be most interested in necessary information such as price, address, opening times... They do not care too much about external factors such as comments from other viewers, the reputation of the poster, etc. Meanwhile, women are especially interested in the above factors. Furthermore, visual factors are especially of concern to them and greatly influence their decision to choose an eatery.

[View interview results at [Appendix B1](#), [Appendix B2](#), and [Appendix B3](#)]

1.2.5. Competitor analysis

1.2.5.1. Food-introduction channels on TikTok

Short-video platforms, especially TikTok, have changed the way people consume and interact with online content. One of the contents is the trend of sharing eateries locations. It's where young people can express their thoughts about any new, fun location for everyone.

This is especially true for Ho Chi Minh City, the largest population city in Vietnam, with thousands of diverse eateries to try. Because of that, people are more and more appreciative about watching food review content on TikTok, especially for eateries in Ho Chi Minh City (Trinh et al., 2022), leading to the existence of many channels making food-introduction content.

The competitor analysis is based on our research and findings related to the audience's behavior when choosing eateries for eating out or taking out, also their want for food review content on TikTok. Food review (or eatery introducing) content on TikTok in Vietnam is already saturated with many channels ranging from big to small, that offer different styles, content

pillars. Therefore, it is necessary to analyze their video, point out their pros and cons to learn and improve on the channel.

We choose 4 different channels to analyze and compare their content. These four channels all have short-video format, focus on food review content and have one host, which is suitable for the channel's direction in this campaign.

Table 1.1

Competitor analysis on some food-introduction channels on TikTok

Channel name	Khải Khám Phá	Quan không gờ	Sài Gòn Béo Review	Đi cùng Phúc
Follower	1.5M	4.4M	406K	267.7K
Content Pillar	- Trending content. - Brand booking content.	- Popular eatery review. - Trending content. - Challenge content.	- Trending content. - Brand booking content.	- Booking content.
Multi-channel	Yes	Yes	No	No
Unique Hook/Key word	Begin with a funny story or a shocking sentence with eye-catching images that make others want to stay and watch.	Directly state the reason why you should come and eat by stating the eateries's strengths related to cheap, delicious, clean, fresh, caring owners.	Prompt with a question or a story.	State reasons to come to the eatery with the name of the delicious dish + eatery name/style + address.
Video style	- Demurely voice, approachable words. - Scene transitions	- Demurely voice, approachable words. - Scene transitions	- Storytelling.	- Storytelling, still focuses on food review, cooking process and decorating.

	match the voice. - The flexibility to switch back and forth between real voice and voice over.	match the voice. - The flexibility to switch back and forth between real voice and voice over.		
Pros/New direction	- New way to start a video. - Review in different areas instead of focusing on the same area continuously.	- Expand into lifestyle content, reviews of health and lifestyle services beside food.	- Only transitions with music, no voice-over.	- The admin usually replies to the user's comments.
Video layout	- Keep viewers engaged in the first 2-3 seconds. - Give reasons for choosing the eatery. - Integrates situations to create a realistic feeling. - Compare price and quality (Price on Performance). - Ending by encouraging buying/coming to eat, showing address.	- Give the reason for choosing the eatery to keep people watching the video for 2-3 seconds, then immediately give the address. - Integrates situations to create a realistic feeling. - In-depth descriptions of dishes and ingredients. - Compare price and quality (Price on Performance). - Ending by encouraging buying/coming to eat.	- Name and close-up view of the dish in the first 3 seconds. - Mainly focus on the dish and any additional dishes/drinks. - Ending by encouraging buying/coming to eat, showing address.	- Different ways to open the video (close-up view of the dish, the counter, reason to choose or unique points...). - Show the making or preparing of the dish (if have). - The host tries the dish, and shows the price/address.

Verified channel	Yes	Yes	No	No
Cons	- Put the eatery's address at the end of the video, lowering the ability to retain viewers because the rate of surfing the video midway is very high, so it is not guaranteed that everyone knows the eatery's address.	- Reputation is low. When searching on TikTok with the “Quan Không Gờ” phrase, one of the suggestions shown below is “Quan Không Gờ bị phốt”.	- The transitions are slow so the hook doesn't hold the viewer's attention well, but if anyone likes to listen to stories, it will be very good to watch.	- The video content and layout are almost the same as other channels.

1.2.5.2. Online food-introduction articles

Not only on TikTok, food review (or eatery introducing) content also appears on other websites, especially on travel or booking services' sites. The common point of these channels is often to divide articles into areas such as Ho Chi Minh City, District 1 or District 3. However, articles on some websites such as Traveloka, Vietair or Cuisine Address are quite dry, lack personalization. These articles do not focus on eatery's criterias that need improvement, provide specific details or how dishes are made. It only shows addresses, prices and photos reviewed by users. Traveloka also has a channel on TikTok, but the content is mainly about travel, not about introducing eateries.

Figure 1.7

Food review/introduction articles on Traveloka and Vietair

1. Top nhà hàng Quận 1 chất lượng

Moo Beef Steak Prime

- Địa chỉ: 35 Ngõ Đức Kế, phường Bến Nghé, quận 1, TPHCM.
- Giá: 100.000 VND - 1.500.000 VND

Nếu bạn muốn tìm kiếm một nhà hàng tràn ngập không khí châu Âu, cùng những món Tây hấp dẫn và ly rượu vang ngon miệng thì Moo Beef Steak Prime sẽ là lựa chọn lý tưởng. Một trong những món nổi tiếng của nhà hàng đó chính Beef Steak Prime được chế biến hấp dẫn. Ngoài ra, du khách còn được tận hưởng không gian sang trọng, ấm cúng và lãng mạn của **nhà hàng Quận 1** này.

Moo Beef Steak Prime có nhiều món ăn truyền thống kiểu Châu Âu. [View more](#)

Bỏ túi 10 quán ăn ngon Quận 5 đỉnh của chóp

Quận 5 là một trong những địa điểm ăn uống nổi tiếng tại thành phố Hồ Chí Minh với nhiều quán ăn siêu ngon. Nếu bạn đang tìm kiếm những quán ăn ngon Quận 5 thì bài viết sau đây chính là dành cho bạn. Cùng VietAIR khám phá 10 địa điểm ăn ngon ở Quận 5 siêu chất lượng nhé.

Nội dung chính

1. Hủ tiếu Mỹ Tho - Cà Cẩn
2. Bún bò Huế Mã Nấu
3. Osaka - Com thủ Nhật Bản
4. Com tấm 449
5. Dimsam Hạc Lạc
6. Vịt quay Vĩnh Phong
7. Lẩu cá Dền lộn
8. Ốc NhịZN
9. Bánh canh cua 14
10. Quán chè Hà Kỳ

1. Hủ tiếu Mỹ Tho - Cà Cẩn

Cà Cẩn là quán ăn ngon Quận 5 bán hủ tiếu Mỹ Tho chính gốc, tồn tại hơn 50 năm tại Sài Gòn. Quán là điểm đến yêu thích của cả người dân địa phương và du khách. Hủ tiếu ở đây không chỉ thơm ngon, đậm đà mà còn siêu nhiều thịt và sườn. Ngoài ra quán còn bán thêm bánh bao nóng hấp phục vụ thực khách.

- Địa chỉ: 110 Hùng Vương, Quận 5, TPHCM
- Giá mì cháo: 10K/đĩa - 23K/đĩa
- Giá: 20.000 - 44.000 đồng

1.3. Challenges and solutions

After taking the secondary research, primary research, and competitor analysis, we concluded that the trend of eating out and taking out is rising among young people in Ho Chi Minh City. They are relying on several sources to select a place for eating out or taking out, including social media platforms.

In media types, short-videos are preferred because viewers can have a glimpse on the eatery, the making of the dish, and also receive essential information about the eatery or the dish in a short time. Of all short-video platforms, TikTok is the most popular with a large user base and food-introduction channels. However, suggested locations on these channels do not always match with user's wants in terms of the quality, safety, price...

Ho Chi Minh City is known for diverse entertaining and eating places, especially in District 5 because of the long culinary history, and the diversity of eateries in this area. Although food-introduction is one of the most popular content on TikTok, these content aiming at District 5 have not been focused, or not easily reached to the audience.

Based on those conclusions, we identified communication opportunities as listed below:

- **Create a channel** on TikTok to introduce eateries for eating out or taking out.
- **Create a campaign** on the channel to introduce eateries in District 5.
- **Build and maintain a positive reputation** with the audience by introducing good-quality eateries.

Chapter 2. Planning and pre-production

2.1. Planning

2.1.1. *Goals and objectives*

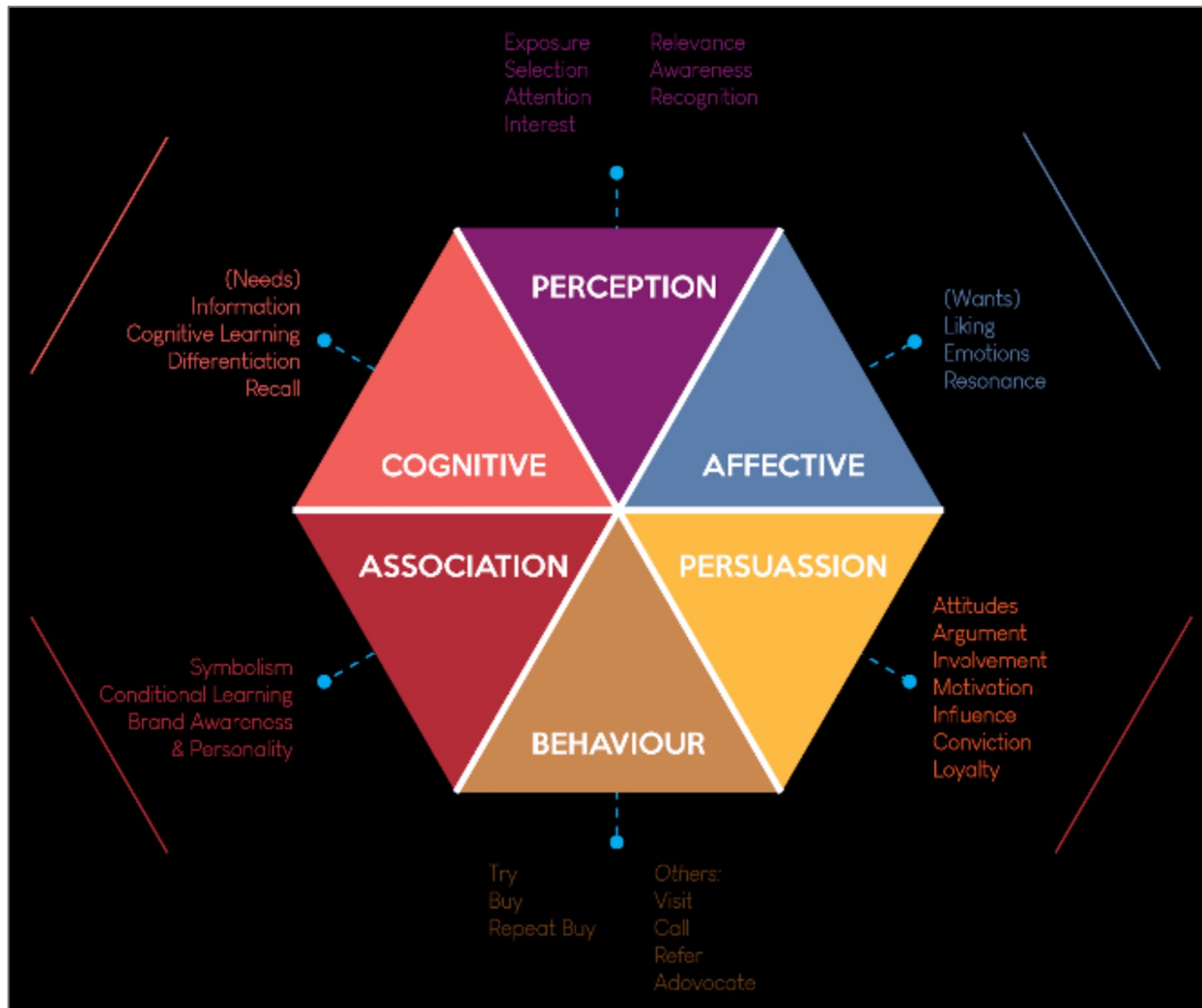
♦ **Facets model for message effectiveness**

We applied Facets model to determine which results can be measured to ensure how the audience can be effectively reached and engaged with the videos (Moriarty et al., 2012, as cited in Nurfebiaraning et al., 2020). This model incorporates a six-factor framework that proves valuable for both establishing objectives and evaluating the efficiency of communication, which are perception, affective, persuasion, behavior, association and cognitive.

In this campaign, we are focusing on two aspects: persuasion and cognition. Persuasion involves a deliberate effort by the sender to influence, or motivate the receiver of a message into believing or taking a specific action, whether it's in a positive, negative, or neutral form. Cognition refers to how the receiver searches and makes sense of information, as well as how they learn and understand something. The cognitive facets in our campaign aims to generate a rational appeal. The audience is not only aware of the eatery but also fully understands the message's context (Moriarty et al., 2012, as cited in Nurfebiaraning et al., 2020).

Figure 2.1

The Facet Model of Effects (Wells et al., 2007)



◆ Setting goals and objectives

The goals of the campaign are designed based on our chosen aspects of the facets model for message effectiveness. Due to time and resource limits, the campaign focused on introducing eateries in District 5. This campaign served as the premise for future campaigns, aimed to focus on eateries in more districts in Ho Chi Minh City.

Table 2.1*Goals and objectives of the campaign on TikTok*

Goals	Objectives (TikTok)	
	Key results	KPI
<ul style="list-style-type: none"> • Create a TikTok channel about introducing eateries and gradually build a map of eateries of District 5. • Provide the target audience with more dining options that are suitable to their needs and desires. 	Views	500,000
	Displayed Buzz Volume (Comment + Share)	2,000
<ul style="list-style-type: none"> • Get positive feedback about the content. 	Sentiment Score	0.80

- **Views and Display Buzz Volume:** The KPI is based on metrics of our competitors. Chosen competitors are not received a verified check, active for at least one year, with metrics collected from their 10 latest videos, then calculate the average views, comments and shares, which is suitable for our campaign's scale and target audience.
- **Sentiment Score:** This is the measure of how positive or negative the tone of a particular transcript is. The final score is calculated by subtracting the count of negative statements from the count of positive statements and dividing by the total number of statements (AlphaSense, 2023). In this campaign, sentiment score is calculated by analyzing user's comments in the video.

2.1.2. Target audience

According to Mr. Nguyen Thai Binh, an expert in the F&B industry, the biggest customer in F&B is around late Gen Y to early Gen Z (as cited in iPOS.vn, 2023).

After conducting primary and secondary research, we decided to choose the target audience as people with the age range of 25-34 years old.

Survey's results show that the majority of respondents are living, working and studying in the central area of Ho Chi Minh City. The psychographic and behavior of our target audience is also based on the survey and in-depth interviews.

Table 2.2

Target audience of the campaign

Factor	Detail
Demographic	<ul style="list-style-type: none"> • Gender: All. • Age: 25-34.
Geographic	<ul style="list-style-type: none"> • Living, studying, working, or commuting in or nearby the central area of Ho Chi Minh City.
Psychographic	<ul style="list-style-type: none"> • Appreciating setting appetizing dishes in high-definition videos, with good image and sound quality. • Willing to explore new experiences based on what they see, and which information being provided in the video. • Willing to try new eateries if their friends or peers share or recommend location in the videos.
Behavioral	<ul style="list-style-type: none"> • Seeking information about different eateries through TikTok videos, engaging with food-content on TikTok. • Eating out or taking out at least one time per week.

	<ul style="list-style-type: none"> • Watching short videos with the duration of under 2 minutes.
--	---

◆ Target audience insight

People aged 25-34 have better finances and are willing to pay more to eat out or takeout at every meal. They also have a higher frequency of eating out or taking out than people aged 18-24. This means that people aged 25-34 will have more choices and more opportunities to eat out. When watching eatery-introduction videos on TikTok, they also prefer high-quality video and audio, the video should also include the kitchen of the location.

2.1.3. *Big idea*

Introducing delicious eateries in District 5 to promote healthy competition and regional economic development.

2.1.4. *Key message*

“Tới Thử Đi”

(Let’s come and try)

Encourage target audiences to come to experience the dish offered at this place if they have the opportunity.

2.1.5. *Strategy and tactics*

2.1.5.1. The PESO model

According to Sparrer (2021), the PESO model stands for “paid,” “earned,” “shared” and “owned” media. It represents a contemporary approach to seamlessly integrate communication endeavors and efficiently connect with audiences. The PESO model integrates:

- **Paid media:** Includes sponsored content, social media advertising...

- **Earned media:** Includes free placements from media relations campaigns, such as press releases, blogger relations/link...
- **Shared media:** Includes organic social media built on created content.
- **Owned media:** Includes wholly-owned content marketing efforts such as blog posts, brand journalism webinars, podcasts, videos and other visual content.

2.1.5.2. Building tactics

Based on the PESO model, selected social media platforms (TikTok as the main platform, and Facebook as the supported platform) and research, we intended to utilize those factors to build tactics for this campaign. Those can help us expand the reach to the desired audience, and provide access to analytical tools to evaluate each video's performance data.

- **Paid media:** Running advertisements, receiving booking offers.
- **Earned media:** Expanding the content to other channels via video contest.
- **Shared media:** Community seedings
- **Owned media:** Uploading videos on the team's channels.

♦ Community seedings

We decided to promote two content pillars on other Facebook groups: trust and entertainment posts. Our taking points are gaining more engagement to the content, and introducing suitable eateries to members in these groups.

Due to the rule of many groups, we can not directly share posts on fanpage to these groups. Instead, we use the fan page's profile to join and submit the articles.

The content of seeding posts is mostly the same as anything we post on the fanpage, although some groups have more specific rules about the text or image. In that case, we change the text or image (if possible), or switch to another group.

Table 2.3

List of seeding groups on Facebook

FACEBOOK SEEDING LIST															
No.	Pillar	Category	Name	Follower/Member	Link	Seeded article									
						1	2	3	4	5	6	7	8	9	10
						Status	Posted link	Status	Posted link	Status	Posted link	Status	Posted link	Status	Posted link
1	Trust	Eatery introduction	Sài Gòn - Địa Điểm Ăn Uống Ngon	64.7K	Link	Published	Link	Published	Link	Published	Link	Published	Link	Published	Link
2			ĐỊA ĐIỂM ĂN UỐNG NGON	140.7K	Link	Published	Link	Published	Link	Published	Link	Published	Link	Published	Link
3			Địa Điểm Ăn Uống	457.7K	Link	Rejected									
4			Sài Gòn ReView: Ăn gì? Ở đâu?	497.5K	Link	Published	Link	Published	Link	Published	Link	Published	Link	Published	Link
5	Entertainment	Social post	Meme Thập Cẩm	50K	Link	Rejected									
6			Meme Group	44.2K	Link	Published	Link	Published	Link	Published	Link	Published	Link	Published	Link
7			Ở đây có Meme	277.8K	Link	Rejected									

[Link to the table on Google Sheets: [FA23MC18_2.3_FacebookSeedings](#)]

Figure 2.2

Seeding posts on Facebook groups

Sài Gòn - Địa Điểm Ăn Uống Ngon

[Thảo luận](#)[Đăng chủ ý](#)[Mọi người](#)[Sự kiện](#)[File phương tiện](#)[File](#)

Lân La Hàng Quán
6 phút · 🌐

XÔI CADÉ TUỔI ĐỔI HƠN 50 NĂM

Quầy xe xôi cadé tại góc đường Trần Phú - Nguyễn Trí Phương trong khu Chợ Lớn (quận 5) vẫn nườm nượp khách từ đó đến giờ. Tất cả đến từ sự kết hợp độc đáo giữa xôi nếp với lớp phủ nhân cadé mịn màng, thơm lừng.

Kêu một gói xôi cadé, người bán sẽ múc xôi nếp vào lá chuối, tiếp theo là đặt một lớp cadé lên mặt rồi khéo léo gói lại.

Điều đặc biệt của cadé tại đây là nó được làm từ trứng (rất rất nhiều trứng) và đường cát, không sử dụng sữa hay vani. Phần cadé này cũng rất mịn nhờ tay nghề của người thợ. Loại xôi nếp tại đây rất chất lượng, xôi không bị khô hay cứng đủ để người.

Do chủ yếu là bán mang về nên xôi được gói vào lá chuối, bạn có thể ăn liền hoặc hâm nóng lại để ăn sau đều giữ được chất lượng ban đầu. Tuy nguyên liệu đơn giản, nhưng món ăn lại có hương vị độc đáo.

📍 Địa chỉ: Trước nhà số 451 đường Trần Phú, phường 7, quận 5, TP.HCM

🕒 Thời gian mở cửa: 18h00-23h00

💰 Giá bán: 20.000đ (thêm 6.000đ nếu bạn muốn thêm cà để nữa vào gói xôi)

👉 Theo dõi thêm nhiều bài viết của tui mình tại fanpage @lanlahangquan2023 nhé!

Lân La Hàng Quán
7 tháng 11 lúc 20:23 · 🌐

HÀ CẢO MINH KÝ - GIÀ CẢ PHẢI CHĂNG, NHÂN GÌ CŨNG CÓ

Hà cảo là một trong những loại dim sum cực kỳ phổ biến. Món ăn này gồm một lớp vỏ bột trắng, mỏng và túm lại phía trên, bên trong chứa các loại nhân rau củ, tôm thịt tùy cách chế biến.

Tại TP.HCM nói chung và quận 5 nói riêng, bạn có thể thưởng thức hà cảo tại nhiều nơi khác nhau. Một trong số đó là tiệm hà cảo Minh Ký, nằm trên đường Nguyễn Thời Trung.

Menu của quán gồm nhiều món khác nhau, nhưng đặc biệt nhất là hà cảo. Phần bột bên ngoài được làm rất mỏng, nhân bên trong thì thơm và nhiều.

Các loại nhân hà cảo tại đây rất đa dạng, gồm tôm, thịt, hẹ, nấm đông cô... tùy sở thích và lựa chọn của bạn. Tất nhiên, bạn có thể chọn phần thập cẩm để cảm nhận hết từng hương vị.

Không chỉ hà cảo, bạn còn có thể thưởng thức nhiều món ăn đặc trưng khác của người Hoa tại đây, chẳng hạn như bánh bao, xôi hay cà-dé.

Quá hấp dẫn đúng không? Nếu vậy, hãy tới thử và cho chúng mình biết cảm nhận nhé!

📍 Địa chỉ: 76 đường Nguyễn Thời Trung, phường 6, quận 5, TP.HCM

🕒 Thời gian hoạt động: 15h30-21h30

💰 Giá bán: 4.000-6.000đ/viên

👉 Theo dõi thêm nhiều bài viết của tui mình tại fanpage @lanlahangquan2023 nhé

◆ Video contest

We decided to attend the video contest called “Ăn Ngon Quận 5”, held by the People's Committee of District 5, part of the Chợ Lớn Food Story 2023 festival. The purpose of the contest is to promote the culture of the cuisine in District 5, helping the identity of Chinese - Vietnamese cuisine reach closer to diners inside and outside the city.

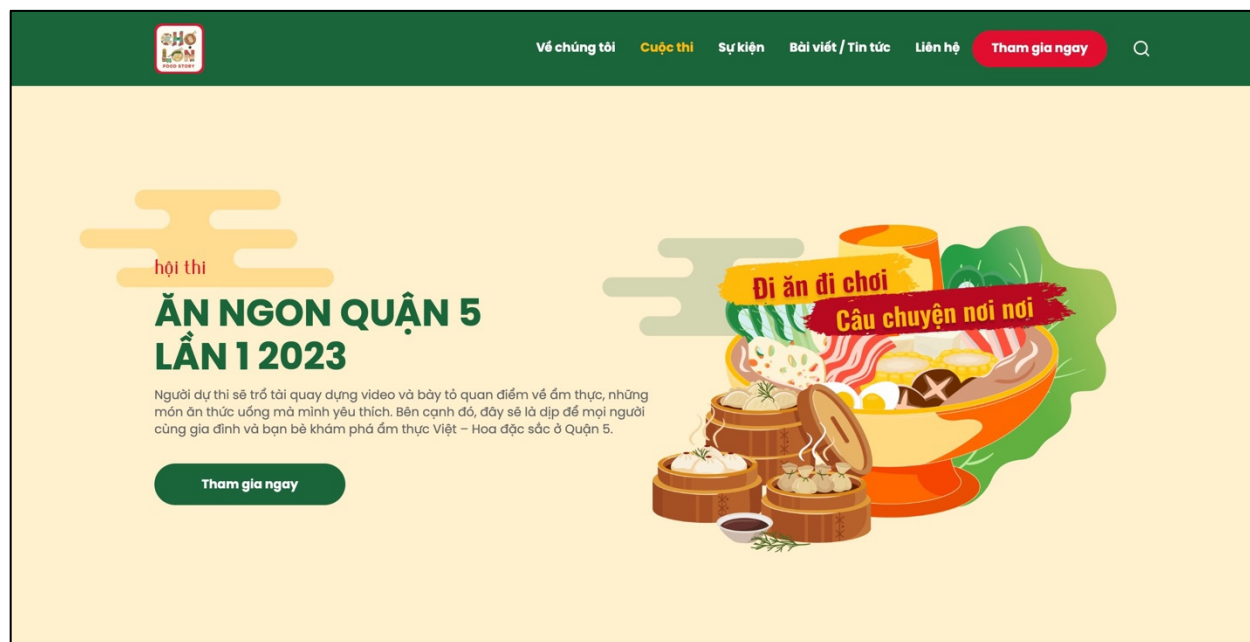
The "Chợ Lớn Food Story" festival also aimed to actively contribute to preserving and promoting traditional cultural values and Chinese-Vietnamese culinary culture. In addition, this event will introduce, honor, and brand Chinese cuisine and aims to make District 5 the city's leading culinary tourism destination (Trang, 2023).

“Ăn Ngon Quận 5” video contest includes the preliminary round, the semi-final and the grand-final round, runs from July 25, 2023 to December 1, 2023. The preliminary round ended on October 31, 2023.

We submitted three videos to attend the contest: Xôi cadé, Bánh canh thố nước cốt dừa, and Bánh xếp A Dia. To fulfill the requirement of the competition, we added three more hashtags to the videos, which are: #Quan5xinchao, #AnngonQuan5, and #ChoLonFoodStory.

Figure 2.3

The [official website](#) of the “Ăn Ngon Quận 5” video competition



2.1.6. Keywords and hashtags

- #reviewanngon, #ancungtiktok: Popular hashtags about food review on TikTok.
- #LLHQ, #lanlahangquan: Used to measure the channel’s performance.
- #quan5: Location of eateries introduced in videos.
- #comgahainam #hacao...: Name of the dish.

2.1.7. Platforms

2.1.7.1. Main platform (TikTok)

- **Name of the channel:** Lân La Hàng Quán.
- **Meaning:** The name does not sound too serious, which means anyone can go and find a suitable eatery to eat out, which has an affordable price and good dish.

- **Bio:** Mỗi quán đều đáng trải nghiệm! / Tới thử đi!
- **Main color gamut:**
 - Yellow (#FFD400): This is a bright and color shade that can evoke sensations of joy and warmth. It is commonly used to create an atmosphere of playfulness and fun. Yellow can also trigger the appetite and enhance sensations of hunger, making it a suitable option for food introduction video (Breeds, 2023).
 - Dark grey (#404040): This color is used for text strokes. In video, this color can help viewers distinguish between text and food easily.
 - White (#FFFFFF).

Figure 2.4

Main font, color gamut, mood and tone for products on the channel

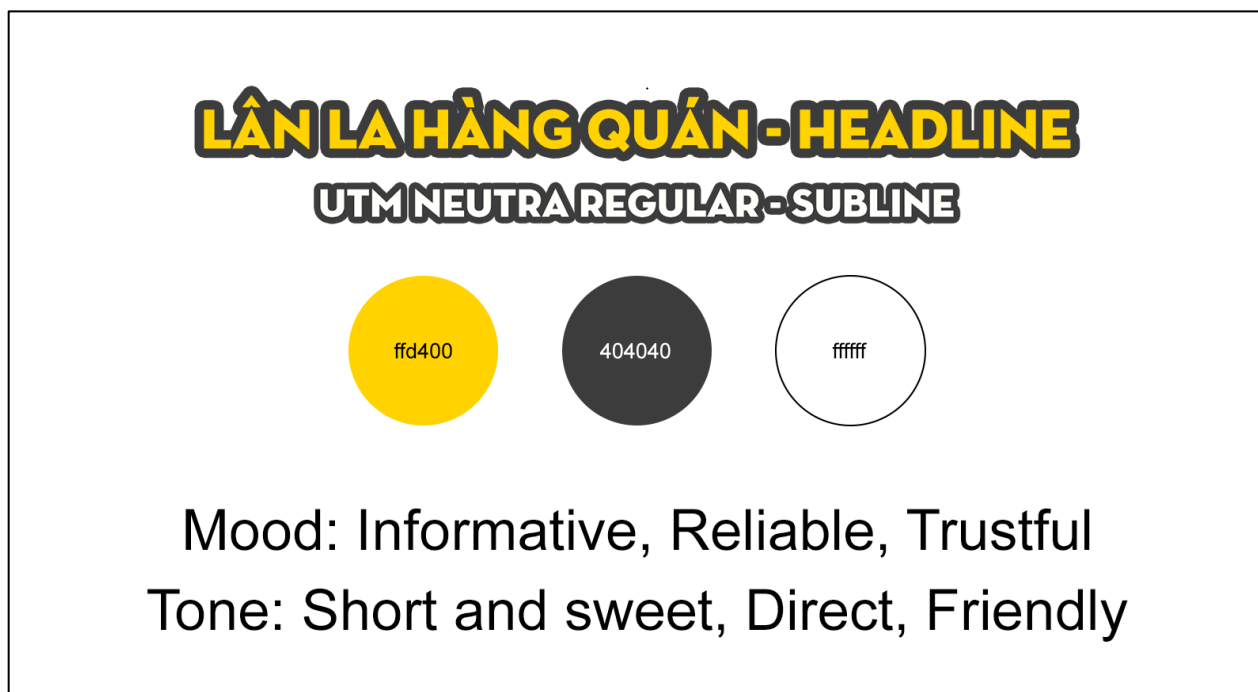
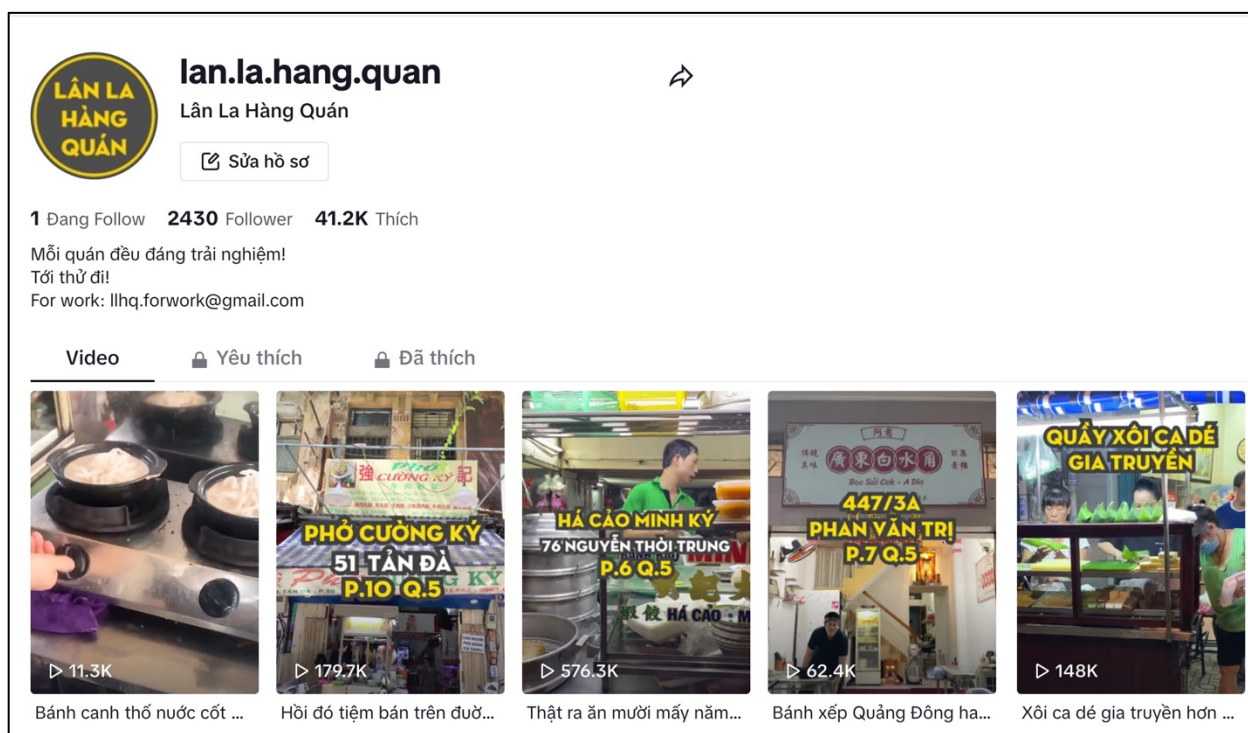


Figure 2.5

The campaign's TikTok channel



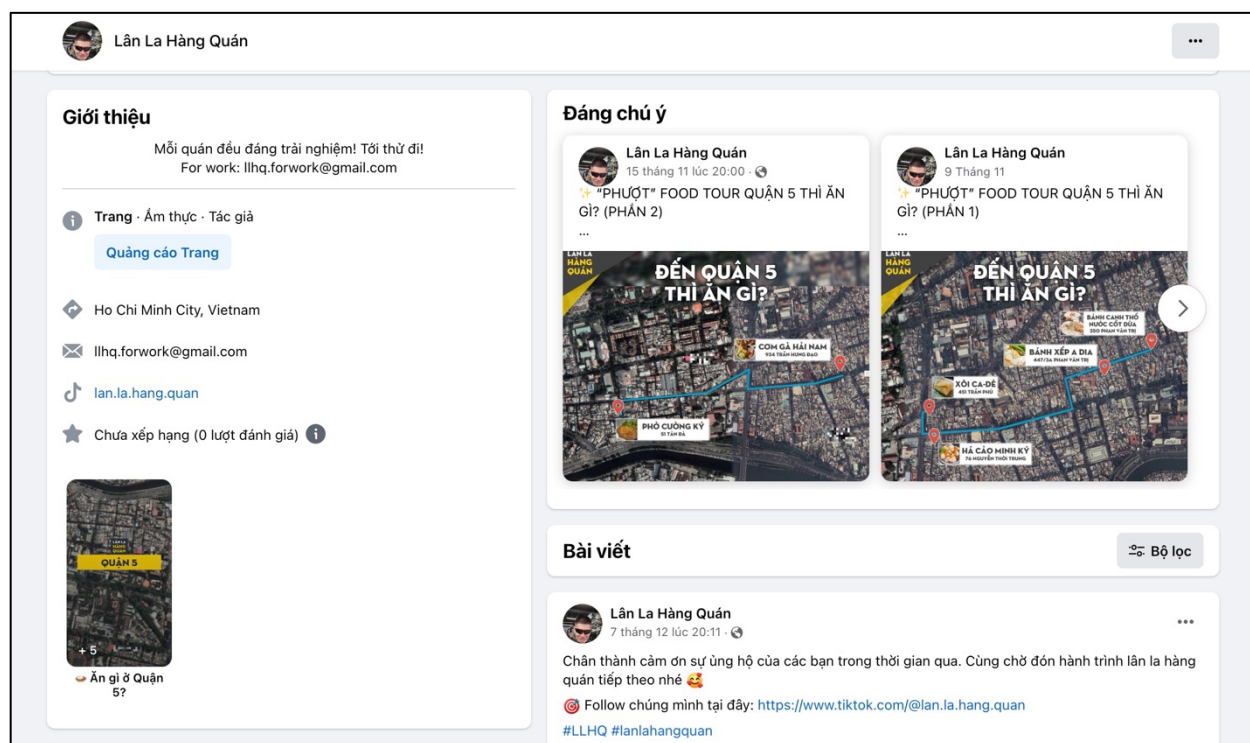
[Link to the [TikTok channel](#)]

2.1.7.2. Supported platform (Facebook)

The name, avatar, bio and main colors on Facebook followed the main channel. In the About section, we added our contact email (LLHQ.forwork@gmail.com), and the username of the TikTok channel (@lan.la.hang.quan) to attract the audience to the main channel.

Figure 2.6

The campaign's Facebook fanpage



[Link to the [Facebook fanpage](https://www.facebook.com/lan.la.hang.quan)]

2.1.8. Content direction

2.1.8.1. Main content

◆ Content idea

We intended to upload videos introducing eateries in District 5. This content can provide information and options for choosing eateries in District 5. When searching on selected platforms, people can see our content in the result or suggested list. When watching the content, they can look at dishes, find it delicious and may want to go immediately to try. Beside that, our content aims to strengthen people's choices, eliminating bad situations (not being able to find an eatery, or missing a good place).

♦ **Content format:**

- **Video:** Portrait (9:16 aspect ratio).
- **Duration:** 45-90 seconds.

♦ **Voice-over and script**

Our videos contain voice-over as one of the key elements, so in addition to ensuring the voice reads loudly and clearly, the attractiveness of the voice to the audience is also a factor to pay attention to. According to Arut'ňanová (2020), attractive male voices have a frequency of roughly 96 Hz. During the recording and editing process, the host tried to keep his voice at this level to verify its effectiveness.

- **Voice-over host:** We tested the voices of all three team members. After recording and analyzing, the team picked Vương Đình Huy as the host.
- **Voice-over script:** Prepared before production day, including what to shoot, scene and what to say to match with footage.
- **Script flow:** Get to the location, their unique or special point -> Name of the eatery -> Their main dish -> Eating space (if have) -> Essential information (address, location, price, etc) -> Outro.

♦ **Background music**

- **Music source:** Pixabay is a website offering free stock photography and royalty-free stock media. In the case of music, the inventory can be organized based on track duration, genre (such as ambient or electronic), mood (like dreamy or uplifting), movement, and theme. (Fisher, 2023). The majority of music on this site is license-free, but some trendy music may require a license to use.
- **Music genre:** Funk music.

◆ Shooting board and angles

A shooting board refers to a document or a visual board that helps the production team plan and organize the shots for a particular scene or sequence. One of the key components of a shooting board is camera angles. Based on our primary research about which factors affect the trust when watching food-introduction content (one of which is clear, well-crafted images), we aimed to build the shooting angles based on the food's attractiveness.

In order to bring the most attractive visual experience to this campaign's content, we consulted the study on estimating the attractiveness of food photography. According to Zellner et al (2010), the degree of neatness was more important than the balance of the food on the dish. Meanwhile, an experimental research from Takahashi, et al. (2016) presents a method for estimating the attractiveness of food images in order to recommend the ideal camera framing based on image attributes by focusing on the rotation angle. We applied the rotation angles that are thought to add the most appeal to the campaign's content during the production stage.

Figure 2.7

Top three images in the attractiveness values. The numbers indicate the attractiveness value (higher score is better) (Takahashi, et al., 2016)

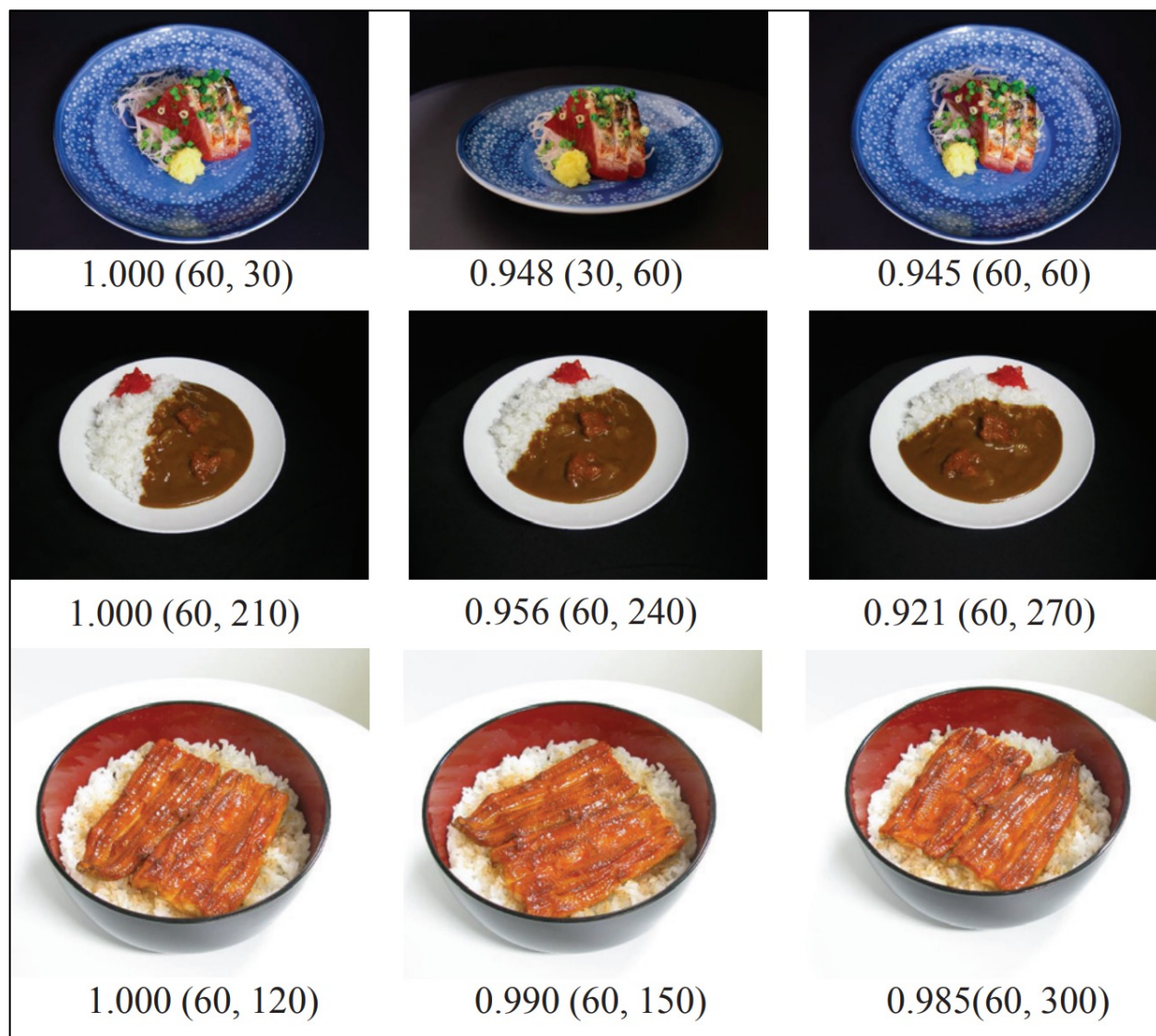
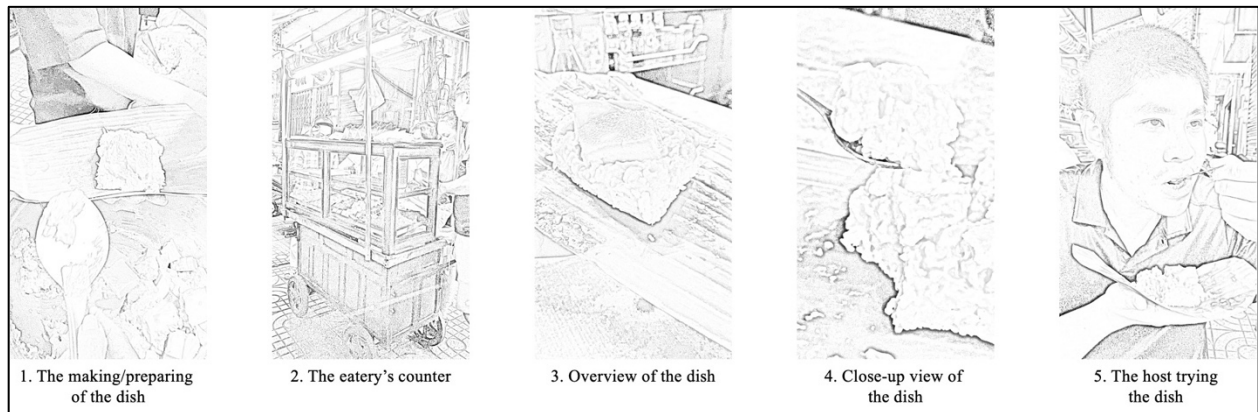


Figure 2.8

Shooting board with 5 frames showing the layout of the main segment in videos



◆ Content editing

Our videos are edited on Adobe Premiere Pro. This is a professional video editing software that offers a variety of features and capabilities. It supports various video and audio formats, multi-camera editing, color correction, keyframing, and more. With the powerful color correction and grading tools, such as Lumetri Color, we can enhance the visual quality of videos. The editor can adjust exposure, contrast, saturation, and apply various color effects to achieve the desired look.

2.1.8.2. Additional content

◆ Content description

- Articles about the introduced dish and eatery on Facebook fanpage.
- Social posts on Facebook fanpage.

◆ Content format

- Picture: Square (1:1 aspect ratio), or portrait (9:16 aspect ratio).

2.1.8.3. Content standards

- **Have essential information:** Providing accurate information about operating hours, address, price, and dishes offered at the eatery. Due to TikTok's policy, we have to show some sensitive information in another way/format (such as location or price) (TikTok, 2023).
- **Follow the main theme of the campaign:** Focus on introducing rather than mentioning other content such as self-review or any judgmental statements. The video should introduce the unique, or special point of the eatery that can bring new experience if they come to try the dish.
- **Follow the big idea:** The name of the campaign must be included in the last 5 seconds of the video.
- **Follow image guidelines:** Images must be appropriate and follow TikTok's policy, such as no significant appearance of knives, dead or slaughtered animals (TikTok, 2023). The image and audio of videos should be appropriate, creating attraction for the audience.
- **Follow the platform's safe zone guideline.**

2.1.9. Content pillars

Content pillars are a set of topics that are used to create posts on social media (Scott, 2023). There are many types of content pillars, but selected pillars should reflect the popular content with our audience. After considering selected platforms, timeframe and the team's resources, we decided to publish our content across three pillars.

“Trust” content (videos) are uploaded on TikTok, then re-uploaded to Facebook.

“Knowledge” and “entertainment” content are published on Facebook fanpage, because this platform supports more content formats, such as long-text, multiple-picture...

Table 2.4

Content pillars on selected platforms

	Knowledge	Trust	Entertainment
Reason to choose	One of the factors that influence food choice behaviors is the socio-cultural variable, including the history, background, customs and habits... (Singh, 2022). By providing this content type, our audience can receive more information about the introduced dish.	One of the goals of the campaign is to get positive feedback. Standing with the “Trust” pillar means providing accurate information and being honest with the audience. The more credible, the more likely viewers will trust our content and try the introduced eatery (Arbor Green Design, n.d.).	Entertainment is one of main reasons that make people use Facebook (Park & Lee, 2014). Beside that, this type of content can get more likes and comments on Facebook (Andersson, n.d.). We decided to post this content on Facebook fanpage to get more engagement.
Description	Provide useful information about the dish, such as its origin, ingredients, etc.	Provide essential information about the eatery, such as its address, main dish, price, operating hours. Show the special or unique point of the	Provide funny content, catching the trend or voting about food and eateries.

		location, and why the audience should try.	
Purpose	To show the diversity of our content, also maintain posting frequency on the platform.	To gain people's trust that those locations are suitable to come and try.	To maintain posting frequency on the platform, also increase audience's engagement.
Example	- History of "ca-dé" jam.	- Introduce the "xôi ca-dé" eatery.	- Meme. - How often do you eat out? (Voting).
Platform(s)	Facebook page (article)	TikTok (video) Facebook page (article and video)	Facebook page (article)

2.1.10. Risk management

Risk management involves the identification, evaluation, and regulation of potential threats to an organization's capital, earnings, and operations. These risks originate from diverse sources, such as financial uncertainties, legal liabilities, technological challenges, errors in strategic management, accidents, and natural disasters (Tucci, 2023).

To calculate the important level of any risk, we applied the 5x5 risk matrix. A risk matrix with a 5x5 layout is a visual representation in the form of a table or grid. It consists of five categories each for both probability (on the X-axis) and impact (on the Y-axis), utilizing a scale ranging from low to high. A 5x5 risk matrix is designed to pinpoint the likelihood and severity levels of damage and exposure to risks for the team (Guevara, 2023).

Table 2.5

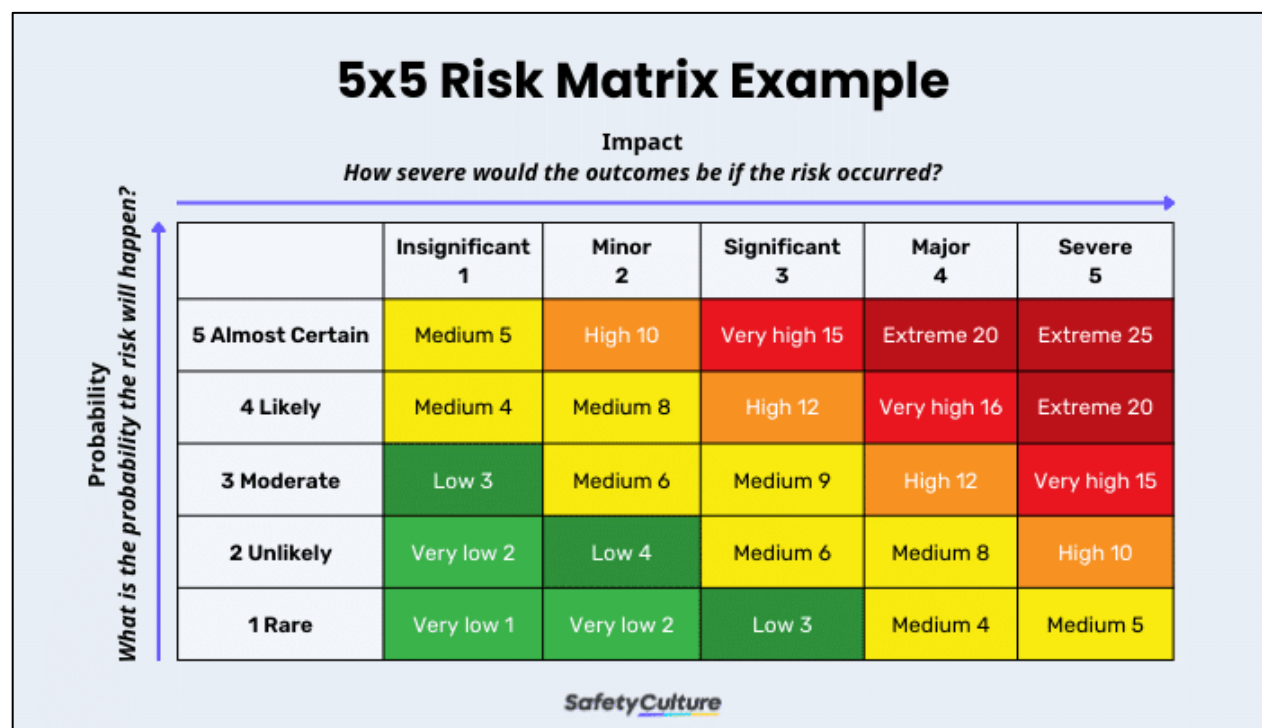
Risk management for the whole campaign

RISK MANAGEMENT							
No.	Problem	Content	Preventability	Evaluate the probability and consequence			Contact point
				P	I	Total	
Production							
1	Weather	Poor weather may affect filming.	Check the weather the nights before we shoot to bring necessary items to the filming location or even reschedule the filming if necessary.	4	3	12	Đinh Huy 0908658807
2	Food quality	Food quality is no longer guaranteed at the time of filming.	Come back another day or find a new eatery.	2	4	8	
3	Human resources	The filming member is sick.	Prepare medicine for them, find a substitute to reschedule the filming if they have serious health problems.	3	5	15	
4	Camera movement	There runs the risk of the camera operator injuring themselves through trying to achieve a good shot.	Make sure the camera is properly mounted at all times and movements are planned. Make sure crew member can lift the equipment and hold it steady for a long period of time.	2	3	6	
5	Inexperienced children / Vulnerable persons	As this is being shot in a family friendly restaurant, there is always the possibility of younger children being on set.	Make sure all equipment is manned and that there are no trip hazards in the way of customers or staff.	2	2	4	
6	Confined spaces	There is a risk of injury to crews and members of the public if we don't operate in the small confined booth appropriately.	Make sure movements are well orchestrated to not harm anyone in the surrounding area.	2	2	4	
7	Noise	There runs the risk of noise pollution from inside the eatery and outside due to it being located next to a busy road, a factory and a busy retail park area.	Be wary of these risks and try to avoid noise pollution by taking as many precautions as possible and shooting the scene more than once.	3	3	9	
8	Violence, aggression, public disorder	As it is an open public space, there is always the risk that people can become violent or aggressive with us filming. People could become aggressive if they think we do not have permission or if they think they themselves are being filmed without consent.	Show proofs of permissions to anyone who needs them. If someone is becoming violent, seek help within the eatery staff or by calling 113. Make everyone aware you are only filming the actors in the confined space and no members of the public.	2	4	8	
9	Location lighting	The lighting at the shooting location was not good.	Prepare the necessary lighting equipment.	3	3	9	
10	Budget overrun	The group paid more than the initial budget set.	Cut down on some unnecessary expenses or members will have to pay more.	1	1	1	
Post-production							
1	Sources	Sources are damaged or lost.	Prepare multiple backup storage drives.	1	4	4	Đinh Huy 0908658807
2	Editing hardware	Hardware for editing video got malfunction, or can't operate due to battery run-out, or blackout.	Preapre backup devices.	2	3	6	
3	Editing software	Software for editing video got malfunction.	Turn on auto-save, update software to the latest version, switch to another software, find a solution to fix or reinstall the software.	2	3	6	
Social media							
1	Content	Content that is misleading to the audience.	Immediately edit the content or take it down.	3	3	9	Nam Anh 0703019921
2		Request from the owner of the eatery to change the scene or content in the video.	Confirm with the owner, immediately edit the content.	1	3	3	
3		Content was taken down by violating TikTok's policy	Carefully read TikTok's community guideline, read the take-down reason, appeal, or edit the video and reupload.	2	4	8	
4	Comment	Many negative comments about the eatery in the video	Check the eatery's reputation before shooting.	2	3	6	Phúc Thịnh 0389250079
5	Platform	The platform is down, can't access or upload content	Schedule the post before, announcement on alternate platform, or wait for it to be fixed.	3	3	9	

[Link to the table on Google Sheets: [FA23MC18_2.5_RiskManagement](#)]

Figure 2.9

The 5x5 risk matrix (Guevara, 2023)



2.1.11. Evaluation

2.1.11.1. Facebook

- **Meta Business Suite:** Provide detailed analytics data on user engagement, and behavior. We can also schedule posts, ensuring our content is published on time.

2.1.11.2. TikTok

♦ Views and displayed buzz volumes

To analyze these metrics, we use the built-in TikTok Analytics Tool, which can provide key performance indicators such as views, likes, shares, comments, and follower growth. It helps us track the engagement of our videos. Beside that, we can gain insights into the audience's age, gender, location, and interests. This data is crucial for checking whether these videos reached the right target audience (TikTok, n.d.).

◆ Sentiment score

At the current scale and resource of the project, we decided to calculate sentiment scores manually. According to QuestionPro (n.d.), a score close to 1 on a scale of -1 to 1, is generally regarded as positive. Conversely, a score near -1 is typically deemed negative. A value around 0 suggests that the sentiment is neutral (neither positive nor negative).

For this project, we intended to export all comments in a video to an Excel spreadsheet, then use the “Find” function to find the words in the comment in one of these two categories: positive and negative. The number of positive and negative words in comments are used to calculate the sentiment score.

In eatery comments, users rarely express an overall opinion of the eatery. Instead, they tend to comment on specific aspects (Ataei et al., 2022). To identify which comment is positive or negative, we apply an aspect-based approach that concentrates on determining the sentiment of the targets mentioned in a sentence.

As cited in Ataei et al. (2022), a target is “an object, its components, attributes and features”. Liu (2010) showed a model that identifies the polarity of product features that the reviewer has commented on. For example, consider the comment "Food was excellent but the service was awful", there are two aspects, namely "food" and "service". The reviewer expresses a POSITIVE sentiment towards "food" and a NEGATIVE sentiment towards "service".

By the important criterias when choosing eateries, we analyze the sentiment score of the comments from four aspects: food quality, price, cleanliness and the eatery itself. The analyze task is divided into two phases:

- **Phase A (Aspect):** Identify aspects (entity-attribute) only.
- **Phase B (Aspect-Polarity):** Identify both aspects and sentiment polarities.

According to Thin et al. (2018), an identified pair (Entity#Attribute) has to be assigned one of the polarity sentiment labels: “positive”, “negative”. For each aspect category, if the comment contains that aspect, we would count “one” for its corresponding polarity.

The entity-attribute pair list below is based on documents from Arabic Language Technologies (2016) and Bach et al. (2018):

- **Entity labels:**

- **Food:** Opinions about the general food, or specific dishes (eg: ăn, đồ ăn, xôi, bánh xép, phở...).
- **Prices:** Opinions about the prices of the food (eg: giá, tiền...).
- **Convenience:** Opinions about the location of the eatery in terms of its position or operating hours (eg: đường, đậu xe, giờ bán...).
- **Eatery:** Opinions about the eatery as a whole, and not focusing on any of the above entity types. (eg: chỗ này, quán này...).

- **Attribute labels:**

- **General:** Opinions about the general positive or negative sentiment about an entity type (eg: được, tốt, tệ, ngon, dở...).
- **Prices:** Opinions about the prices of the food (eg: đắt, rẻ, hợp lý, vừa túi tiền...).
- **Taste:** Opinions about the taste, the texture, the cooking or general quality of the food (eg: ngọt, mặn, nhạt, hợp khẩu vị...).
- **Cleanliness:** Opinions about the food safety, or overall cleanliness of the eatery (eg: sạch sẽ, dơ bẩn, mất vệ sinh...).
- **Miscellaneous:** Opinions that do not fall into any of the above cases.

Table 2.6

Possible entity-attribute pairs for audience's comment in our eatery introduction video

	General	Prices	Taste	Cleanliness	Miscellaneous
Food	✓	✓	✓	✓	✗
Price	✗	✓	✗	✗	✗
Convenience	✓	✗	✗	✗	✓
Eatery	✓	✓	✓	✓	✓

We assigned positive and negative polarity labels to word phrases containing verbs and adverbs, taking into account Vietnamese linguistic characteristics. When combined with certain adverbs, the verb phrases exhibit a more nuanced scaling. (Tran & Phan, 2016).

From the table below, we took adverbs from the minimizer level to identify if the polarity is positive or negative. The list of adjectives for eatery reviews is referenced from Jani (2021) and Xây dựng số (n.d.). The positive and negative sentiment is based on the dataset about 30,000 e-commerce reviews by L3vievil (2019), while the sentiment polarity on emojis is based on a research by Wang et al. (2018).

Table 2.7

Some Vietnamese adverbs with their scalings (Tran & Phan, 2016)

Intensifier	Booster	Diminisher	Minimizer	Modifier
Cực kỳ	Rất	Khá	Cũng	Không
Cực	Quá	Lắm	Hơi	Chẳng
Siêu	Lắm	Tạm	Rồi	Chả

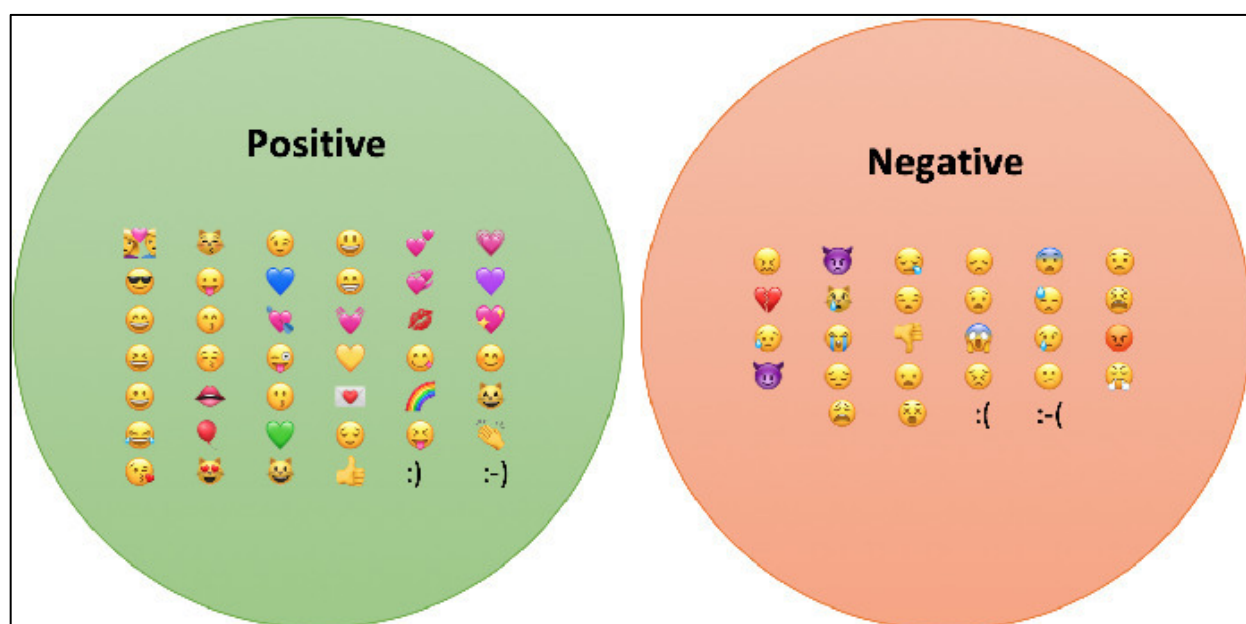
Table 2.8*Some adjectives and its sentiment polarity*

Attribute	Adjective	Sentiment polarity
General	được	Positive
	tốt	Positive
	tệ	Negative
	ngon	Positive
	dở	Negative
	tuyệt	Positive
	kém	Negative
	đỉnh	Positive
	gần	Positive
	xa	Negative
Price	rẻ	Positive
	đắt/mắc	Negative
	hợp lý	Positive
	lãng phí	Negative
	xứng đáng	Positive
	vừa (túi tiền)	Positive
Taste	thơm	Positive

	hôi	Negative
	hợp khẩu vị	Positive
	khó ăn	Negative
	nhạt nhẽo	Negative
	ngọt, mặn, chua, béo, đắng...	Based on adverb/dish
Cleanliness	sạch	Positive
	đơ	Negative
	bẩn	Negative
	mất vệ sinh	Negative

Figure 2.10

Some emojis and their sentiment polarity (Wang et al., 2018)



Based on these guidelines, below are examples of positive and negative polarity with some entity-attribute pairs:

- **Food#General:** Ăn ngon lắm nha (“ăn”, “ngon lắm” -> positive).
- **Food#Taste:** Ăn ở đây 10 năm, hợp khẩu vị (“ăn”, “hợp khẩu vị” -> positive).
- **Price#Price:** Thiệt mắc nha (“mắc” -> negative).
- **Convenience#General:** Gần nhà mình!!! (“nhà”, “gần” -> positive).
- **Eatery#General:** Chỗ này ăn được lắm nè! (“chỗ này”, “ăn được” -> positive);
Mua đúng chỗ này mới ngon nha (“đúng chỗ này”, “ngon” -> positive).
- **Eatery#Miscellaneous:** Đi chỗ nào cũng không ngon bằng chỗ này (“chỗ này”, “chỗ nào cũng không ngon bằng” -> positive).

2.2. Criteria for selecting eateries

Main factors that affect the street-food business in Ho Chi Minh City are management policies from local authorities, food hygiene and safety (Phượng & Thiện, 2022). Combined with the assistance from the Women’s Union of District 5, secondary research, primary research, and the location of District 5, the team picked four important factors when choosing eateries, which are food quality, price, cleanliness and the convenience.

From the suggested list given by the Women’s Union of District 5, we started the eatery selection process by coming and trying each location for the first time. If the eatery is suitable with established criteria, we hold it to scout for the second time. For convenience, eateries are comfortable for anyone coming and leaving District 5 across Nguyễn Tri Phương street. This street splits District 5 in 2 areas (west and east), with the Trần Hưng Đạo street at the intersection crossroad. Nguyễn Tri Phương street also connects with nearby Districts such as District 10 or

District 8. The eatery's location should be easily visited from that street, and has a maximum of three smaller streets/alleys (if going from Nguyễn Tri Phương street).

The second scouting is focused on food quality, to make sure that the taste or making process of the dish is basically the same as the first scouting time. When trying the dish, we also check the menu to the price and the dishes offered are suitable with our content goals.

After two scouting processes, we contacted and got a permit from the eatery's manager or owner. We also asked the manager to highlight unique or signature elements of the dish, which can make our introduction videos more captivating for audiences. Next, we described which footage and scenes needed to be recorded in the eatery (the counter, kitchen space, the making process of the dish...). If the manager (or owner) accepts all requests, we will confirm and schedule the day for shooting. If they are not accepted, or afraid with any shot in the recording process, we continue to negotiate, and may be removed from the list if the owner's opinion does not align with our content goals.

Table 2.9

The preliminary list of eateries for the campaign

Name of the eatery	Address	Operation time	Main dish	Link (Google Maps)
Xôi Cade	451 Đ. Trần Phú, Phường 7, Quận 5, Thành phố Hồ Chí Minh	18h00 - 23h00	Xôi Cade	https://maps.app.goo.gl/PltoX8xrGYWd64skTA
Bánh canh thỏ nước cốt dừa	350 - 352 Phan Văn Trị, P. 2, Quận 5, TP. HCM	18h00 - 23h00	Bánh canh	https://g.co/kgs/wxE69D
Bánh Xếp Quảng Đông A Dia	447/3A Phan Văn Trị, P.7, Quận 5, Thành phố Hồ Chí Minh	11h00 - 20h30	Bánh xếp	https://maps.app.goo.gl/sVklB1XbWP5pAZUa9
Há Cảo Minh Ký	76 Đ. Nguyễn Thời Trung, Phường 6, Quận 5, Thành phố Hồ Chí Minh	15h30 - 21h30	Há cảo	https://maps.app.goo.gl/nFW5zBKx8kw13Ry59
Cơm Gà Hải Nam	934 Đ. Trần Hưng Đạo, Phường 7, Quận 5, Thành phố Hồ Chí Minh	09h30 - 21h00	Cơm gà	https://maps.app.goo.gl/TV21c9gmYqVvAtx7
Bún chả Hồ Gươm	300 Đ. Trần Phú, phường 4, Quận 5, Thành phố Hồ Chí Minh	07h00 - 21h00	Bún chả Hà Nội	https://maps.app.goo.gl/EywuNIZUJoVjPt5y7
Phở Cường Kỳ	51 Đ. Tân Đà, Phường 10, Quận 5, Thành phố Hồ Chí Minh	06h00 - 11h30; 13h30 - 23h00	Phở	https://maps.app.goo.gl/7MKQuwGjKrRBaZYEA
Cơm gà xối mỡ	Hẻm Đại Thế Giới - NVH Quận 5	08h00 - 15h00	Cơm gà xối mỡ	https://g.co/kgs/QP9gPE
Duyệt Ký	287 Đ. Trần Hòa, Phường 10, Quận 5, Thành phố Hồ Chí Minh	11h00 - 21h00	Món Hoa nói chung	https://maps.app.goo.gl/5s4EF3UGeEEUs7Qy8
Hủ tiếu dê Tiến Nhân	189B Đ. Nguyễn Chí Thanh, Phường 12, Quận 5, Thành phố Hồ Chí Minh	06h00 - 11h30	Hủ tiếu dê	https://maps.app.goo.gl/Cqww7ippiBDJ7c4B9
Bún Mắm Chì Năm	404 Đ. Trần Phú, Phường 7, Quận 5, Thành phố Hồ Chí Minh	07h30 - 22h30	Bún mắm	https://maps.app.goo.gl/GEvWfJjeykKu3hBt7
Tiệm Cơm Hưng Kỳ	121 Trần Hưng Đạo B, Phường 6, Quận 5, Thành phố Hồ Chí Minh	07h00 - 21h30	Cơm kiểu người Hoa	https://maps.app.goo.gl/oxk3R3laBAmmuV8J8
Cơm Tiêu Châu Tín Dũ	243 Tân Thành, Phường 15, Quận 5, Thành phố Hồ Chí Minh	16h00 - 20h30	Cơm	https://maps.app.goo.gl/6XhdfhdnVj2g5miw7

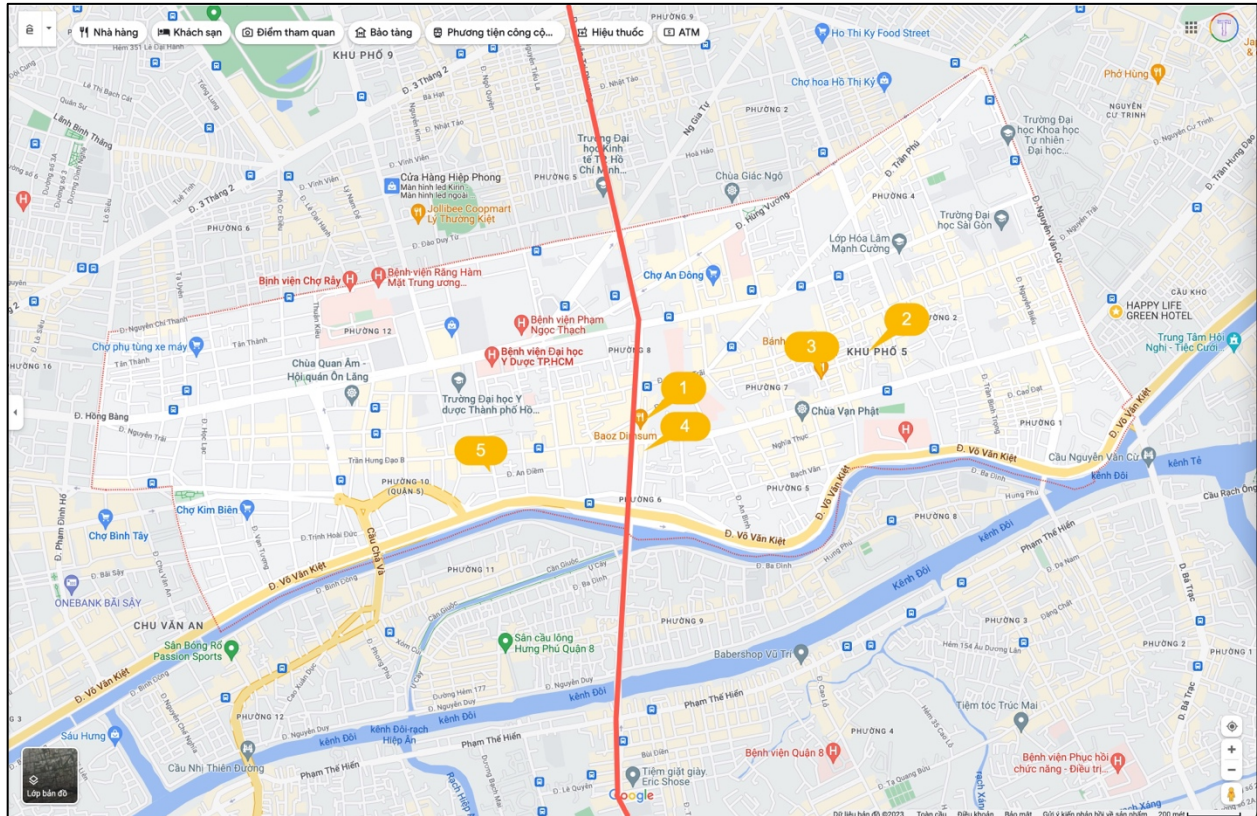
Figure 2.11

Scouting images at Phở Cường Kỳ



Figure 2.12

The map of selected locations, the red line is Nguyễn Tri Phương street



2.3. Pre-production

2.3.1. Production idea

In our video, the dish is the main element, with essential information about price or address. Through the video, we want the audience to focus on the food, and show them good points of the dish and location via image, text, and voice-over.

Beside that, we want to save the audience's time with quick, continuous videos, which only contains important information about the location, their signature dish, and experience the dish so that they can roughly know which eateries sell to them in a short time.

2.3.2. *Devices and props*

For the flexibility and mobility, we chose to use mobile phones, and other mobile accessories for shooting. These devices are small and lightweight, allowing us to easily move around the food eatery and capture different angles and shots. This is particularly valuable when capturing real-time moments, such as food being prepared, the host enjoying their meals, showcasing the eatery's ambiance and menu items. Beside that, as a public space, using mobile phones did not interfere much with the eatery's activities.

Table 2.10

Devices and props list for the production

DEVICES AND PROPS			
No.	Category	Device name	Quantity
1	Mobile phone	iPhone 11	1
2	Mobile phone	iPhone XR	1
3	Lightning	Ulanzi VL49 RGB	2
4	Microphone	Uanzi J12	2
5	Power bank		2

2.3.3. Production timeline and checklist

Table 2.11

Production timeline and checklist for selected locations

SHOOTING LOCATION, TIME AND CHECKLIST								
Pre-Production		Date	Production (Shooting day)		Date	Post-Production		Date
Xôi cá Address: 451 Đ. Trần Phú, Phường 7, Quận 5, Thành phố Hồ Chí Minh Operation time: 18h00 - 23h00								
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the first time	15/10/2023	<input checked="" type="checkbox"/>	Monitor weather and traffic	19/10/2023	<input checked="" type="checkbox"/>	Organize all footage into a folder	20/10/2023
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the second time	17/10/2023	<input checked="" type="checkbox"/>	Crew up and gear up		<input checked="" type="checkbox"/>	Pick suitable footage for editing	20/10/2023
<input checked="" type="checkbox"/>	Secure + Get permit from the location for shooting	17/10/2023	<input checked="" type="checkbox"/>	Shooting		<input checked="" type="checkbox"/>	Organize footage in editing software (with timeframe)	20/10/2023
<input checked="" type="checkbox"/>	Lock the shooting date and time	17/10/2023	<input checked="" type="checkbox"/>	Check source and reshooting (if need)		<input checked="" type="checkbox"/>	Record and process voice over	21/10/2023
<input checked="" type="checkbox"/>	Write the script and shot list	18/10/2023				<input checked="" type="checkbox"/>	Integrate voice over into the project	21/10/2023
<input checked="" type="checkbox"/>	Prepare the budget and devices	18/10/2023				<input checked="" type="checkbox"/>	Add subtitles and music background	21/10/2023
						<input checked="" type="checkbox"/>	White balance corrections	22/10/2023
						<input checked="" type="checkbox"/>	Export the final video	22/10/2023
Bánh canh thủ nước cốt dừa Address: 352 Phan Văn Trị, Quận 5, Thành phố Hồ Chí Minh Operation time: 07h00 - 18h00								
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the first time	15/10/2023	<input checked="" type="checkbox"/>	Monitor weather and traffic	20/10/2023	<input checked="" type="checkbox"/>	Organize all footage into a folder	21/10/2023
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the second time	17/10/2023	<input checked="" type="checkbox"/>	Crew up and gear up		<input checked="" type="checkbox"/>	Pick suitable footage for editing	21/10/2023
<input checked="" type="checkbox"/>	Secure + Get permit from the location for shooting	17/10/2023	<input checked="" type="checkbox"/>	Shooting		<input checked="" type="checkbox"/>	Organize footage in editing software (with timeframe)	21/10/2023
<input checked="" type="checkbox"/>	Lock the shooting date and time	17/10/2023	<input checked="" type="checkbox"/>	Check source and reshooting (if need)		<input checked="" type="checkbox"/>	Record and process voice over	23/10/2023
<input checked="" type="checkbox"/>	Write the script and shot list	19/10/2023				<input checked="" type="checkbox"/>	Integrate voice over into the project	23/10/2023
<input checked="" type="checkbox"/>	Prepare the budget and devices	19/10/2023				<input checked="" type="checkbox"/>	Add subtitles and music background	23/10/2023
						<input checked="" type="checkbox"/>	White balance corrections	24/10/2023
						<input checked="" type="checkbox"/>	Export the final video	24/10/2023
Bánh xèo A Dĩa Address: 447/3A Phan Văn Trị, P.7, Quận 5, Thành phố Hồ Chí Minh Operation time: 11h00 - 20h30								
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the first time	18/10/2023	<input checked="" type="checkbox"/>	Monitor weather and traffic	23/10/2023	<input checked="" type="checkbox"/>	Organize all footage into a folder	25/10/2023
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the second time	21/10/2023	<input checked="" type="checkbox"/>	Crew up and gear up		<input checked="" type="checkbox"/>	Pick suitable footage for editing	25/10/2023
<input checked="" type="checkbox"/>	Secure + Get permit from the location for shooting	21/10/2023	<input checked="" type="checkbox"/>	Shooting		<input checked="" type="checkbox"/>	Organize footage in editing software (with timeframe)	25/10/2023
<input checked="" type="checkbox"/>	Lock the shooting date and time	21/10/2023	<input checked="" type="checkbox"/>	Check source and reshooting (if need)		<input checked="" type="checkbox"/>	Record and process voice over	26/10/2023
<input checked="" type="checkbox"/>	Write the script and shot list	22/10/2023				<input checked="" type="checkbox"/>	Integrate voice over into the project	26/10/2023
<input checked="" type="checkbox"/>	Prepare the budget and devices	22/10/2023				<input checked="" type="checkbox"/>	Add subtitles and music background	27/10/2023
						<input checked="" type="checkbox"/>	White balance corrections	27/10/2023
						<input checked="" type="checkbox"/>	Export the final video	27/10/2023
Hà cảo Minh Kỳ Address: 76 Đ. Nguyễn Thời Trung, Phường 6, Quận 5, Thành phố Hồ Chí Minh Operation time: 15h30 - 21h30								
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the first time	19/10/2023	<input checked="" type="checkbox"/>	Monitor weather and traffic	27/10/2023	<input checked="" type="checkbox"/>	Organize all footage into a folder	28/10/2023
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the second time	22/10/2023	<input checked="" type="checkbox"/>	Crew up and gear up		<input checked="" type="checkbox"/>	Pick suitable footage for editing	28/10/2023
<input checked="" type="checkbox"/>	Secure + Get permit from the location for shooting	22/10/2023	<input checked="" type="checkbox"/>	Shooting		<input checked="" type="checkbox"/>	Organize footage in editing software (with timeframe)	28/10/2023
<input checked="" type="checkbox"/>	Lock the shooting date and time	22/10/2023	<input checked="" type="checkbox"/>	Check source and reshooting (if need)		<input checked="" type="checkbox"/>	Record and process voice over	28/10/2023
<input checked="" type="checkbox"/>	Write the script and shot list	26/10/2023				<input checked="" type="checkbox"/>	Integrate voice over into the project	29/10/2023
<input checked="" type="checkbox"/>	Prepare the budget and devices	26/10/2023				<input checked="" type="checkbox"/>	Add subtitles and music background	30/10/2023
						<input checked="" type="checkbox"/>	White balance corrections	30/10/2023
						<input checked="" type="checkbox"/>	Export the final video	31/10/2023
Phở Cường Kỳ Address: 51 Đ. Tân Đà, Phường 10, Quận 5, Thành phố Hồ Chí Minh Operation time: 11h30; 13h30 - 23h00								
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the first time	01/11/2023	<input checked="" type="checkbox"/>	Monitor weather and traffic	06/11/2023	<input checked="" type="checkbox"/>	Organize all footage into a folder	06/11/2023
<input checked="" type="checkbox"/>	Scout the location + Try the dish for the second time	03/11/2023	<input checked="" type="checkbox"/>	Crew up and gear up		<input checked="" type="checkbox"/>	Pick suitable footage for editing	06/11/2023
<input checked="" type="checkbox"/>	Secure + Get permit from the location for shooting	03/11/2023	<input checked="" type="checkbox"/>	Shooting		<input checked="" type="checkbox"/>	Organize footage in editing software (with timeframe)	07/11/2023
<input checked="" type="checkbox"/>	Lock the shooting date and time	03/11/2023	<input checked="" type="checkbox"/>	Check source and reshooting (if need)		<input checked="" type="checkbox"/>	Record and process voice over	07/11/2023
<input checked="" type="checkbox"/>	Write the script and shot list	05/11/2023				<input checked="" type="checkbox"/>	Integrate voice over into the project	07/11/2023
<input checked="" type="checkbox"/>	Prepare the budget and devices	05/11/2023				<input checked="" type="checkbox"/>	Add subtitles and music background	08/11/2023
						<input checked="" type="checkbox"/>	White balance corrections	08/11/2023
						<input checked="" type="checkbox"/>	Export the final video	08/11/2023

[Link to the table on Google Sheets: [FA23MC18_2.11_ProductionPlan](#)]

Chapter 3. Execution

3.1. Social media

3.1.1. TikTok

We planned to upload videos from October 22, 2023. After testing with initial two videos at two different time slots, 20h00 and 22h00, we analyzed the data provided by TikTok's Analytics Tool. We found that the 22h00 time drew a larger audience, so we've decided to schedule later videos for 22h00.

Most videos are uploaded within timeframe, except the “Bánh canh thố nước cốt dừa” must be reuploaded on later date because the channel got hacked, led to that video being deleted.

Table 3.1

The content calendar of the campaign on TikTok

CONTENT CALENDAR (TikTok)								
No.	Dish/Location No.	Content	Format / Person in charge			Intended publish time		Status
			Image	Caption	Video	Date	Time	
1	1 (Xôi cadé)	Location introduction video		Huy		Chủ Nhật, 22/10/2023	22h00	Done/Published ▼
2	2 (Bánh canh thố nước cốt dừa)	Location introduction video		Huy		Thứ Tư, 25/10/2023	20h00	Done/Published ▼
3	3 (Bánh xếp A Dia)	Location introduction video		Huy		Thứ Sáu, 27/10/2023	22h00	Done/Published ▼
4	4 (Há cảo Minh Ký)	Location introduction video		Huy		Thứ Tư, 1/11/2023	22h00	Done/Published ▼
5	5 (Phở Cường Ký)	Location introduction video		Huy		Thứ Hai, 20/11/2023	22h00	Done/Published ▼

[Link to the table on Google Sheets: [FA23MC18_3.1_CalendarTikTok](#)]

3.1.2. Facebook

The calendar on Facebook has been implemented in alignment with our content pillar. There are some changes to the posting date in several posts. However, the team still managed to

maintain the posting frequency (1 post per day) to maintain the activeness of the page, and all articles were published on time.

In terms of posting times, we typically vary them between 11h00, 18h00 and 20h00. This timing has been determined as ideal for reaching the target audience, as indicated by data from Meta Business Suite.

In addition to regular posts on fanpage, Facebook Reels are also useful tools to reach new audiences on Facebook. Since our primary platform is TikTok, we have chosen to leverage Facebook Reels to support and extend the reach to audiences on a different platform. As a result, we've decided to repost our videos from TikTok to Facebook.

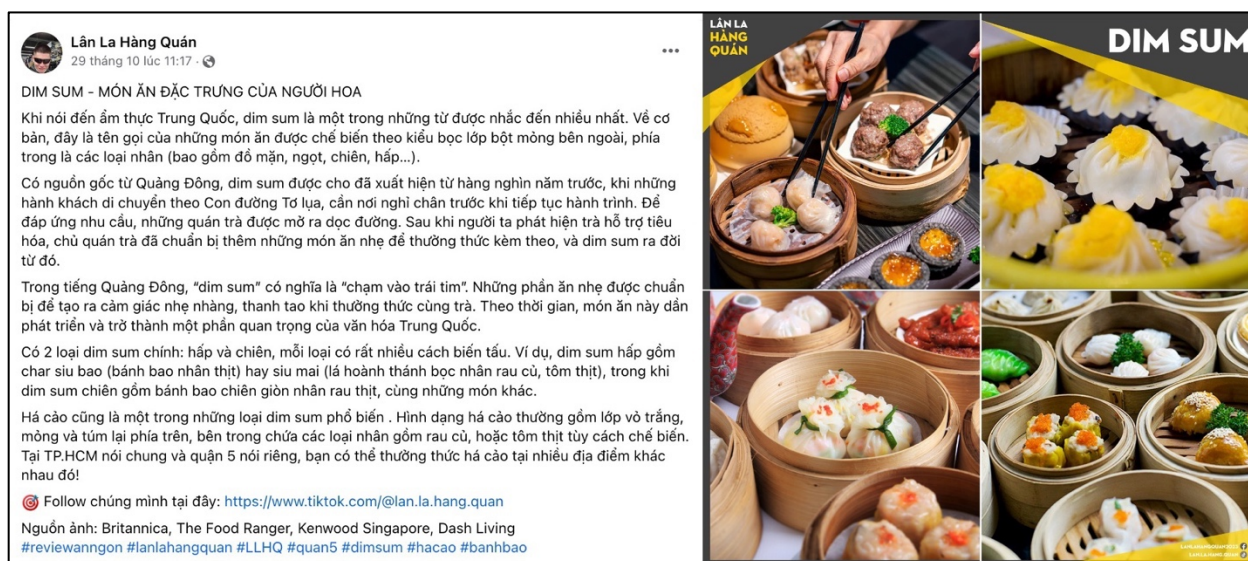
◆ **Content pillar 1: Knowledge**

- Title: All are UPPERCASE characters, should be no more than 60 characters, must mention the name of the dish being introduced.
- Body: Should be 3-5 paragraphs, no more than 6 lines on each paragraph, the whole part should be no more than 350 words. The name of the dish should be mentioned at least one time in each paragraph.
- Footer: Including 3 parts
 - Link to the TikTok channel.
 - Source of each image.
 - Hashtags.
- Images:
 - Number of images: 1-4.
 - Aspect ratio: 1:1 (2,000 x 2,000 pixels).
 - Includes photos of the mentioned dish.

- Name of the fanpage on image 1, name of the dish on image 2, and username of two channels on image 4 (OR name of the fanpage, and username of two channels on image 1).

Figure 3.1

Knowledge post on Facebook fanpage



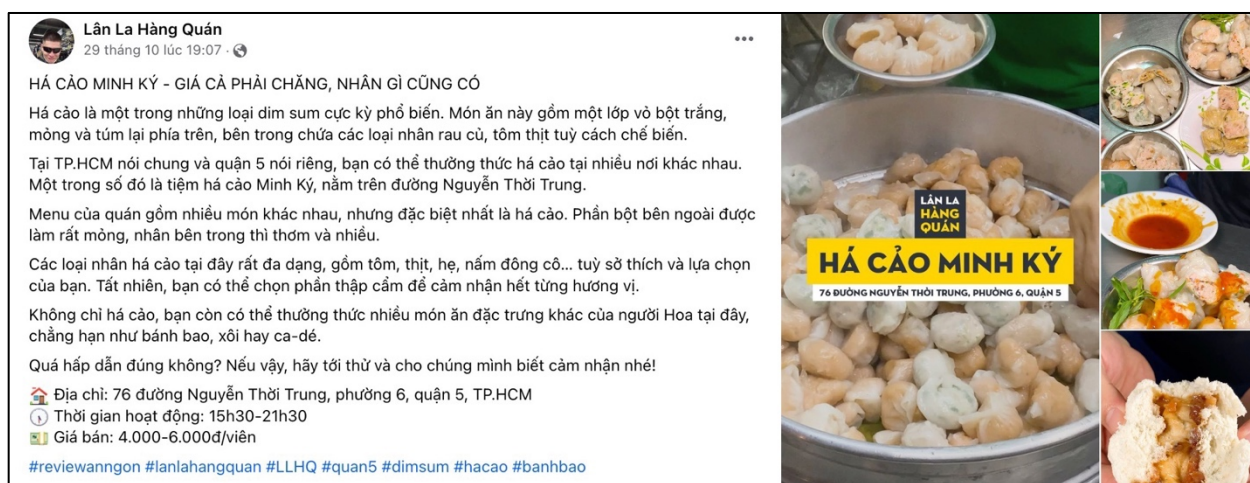
◆ Content pillar 2: Trust

- Title: All are UPPERCASE characters, should be no more than 80 characters, must mention the name of the eatery (or dish) being introduced, and the unique element of that location (if have).
- Body: Should be 3-6 paragraphs, no more than 6 lines on each paragraph, the whole part should be no more than 400 words. The name of the eatery should be mentioned at least one time in the whole part. This part should mention the main dish of the eatery, their unique element, topping or additional dishes (if have), and why you should come to try.

- Footer: Including 4 parts
 - Address of the eatery.
 - Opening hours of the eatery.
 - Price of the main dish.
 - Hashtags.
- Images:
 - Number of images: 4.
 - Aspect ratio: 9:16 (1,080 x 1,920 pixels).
 - Includes photos of the eatery, the kitchen (if have), and the dish.
 - Name of the fanpage, name and address of the eatery on image 1, name of the fanpage and username of two channels on image 2 to 4.
- Comment: Link to the video on TikTok.

Figure 3.2

Trust post on Facebook fanpage



◆ Content pillar 3: Entertainment

- Body: Should be one paragraph, no more than two lines, should be no more than 100 words.
- Footer: Including hashtags.
- Images:
 - Number of images: 1.
 - Aspect ratio: 1:1 (1,500 x 1,500 pixels).
 - Includes one of these content:
 - Funny photos (Meme).
 - Question and answers (by reaction).
 - Quote about food (includes credit on the footer text part).
 - Information fact.
 - Name of the fanpage, and username of two channels.

Figure 3.3

Entertainment posts on Facebook fanpage

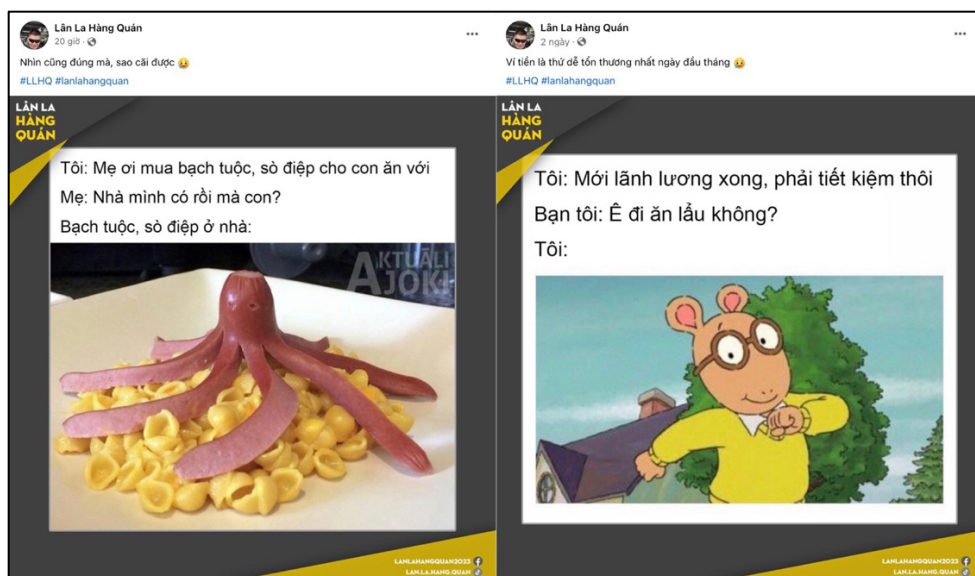


Table 3.2

The content calendar of the campaign on Facebook

CONTENT CALENDAR (Facebook)										
No.	Pillar	Dish/Location No.	Content	Format / Person in charge			Publish time		Status	Posted link
				Image	Caption	Video	Date	Time		
Week 1 (23-10/29-10)										
1	Knowledge	1 (Xôi cadé)	Dish introduction	Thịnh			Chủ Nhật, 22/10/2023	11h00	Done/Published	Link
2	Trust		Location introduction post	Thịnh			Chủ Nhật, 22/10/2023	19h00	Done/Published	Link
3	Entertainment	2 (Bánh canh thủ nước cốt dừa)	Social post #1 Meme: Ăn một bữa là nhớ cả năm	Nam Anh			Thứ Hai, 23/10/2023	19h00	Done/Published	Link
4	Knowledge		Dish introduction	Nam Anh			Thứ Tư, 25/10/2023	11h00	Done/Published	Link
5	Trust	3 (Bánh xếp A Dia)	Location introduction post	Nam Anh			Thứ Tư, 25/10/2023	19h00	Done/Published	Link
6	Entertainment		Social post #2 Meme: Có ai giải thích hiện tượng này không?	Nam Anh			Thứ Năm, 26/10/2023	19h00	Done/Published	Link
7	Knowledge	4 (Há cáo Minh Kỳ)	Dish introduction	Nam Anh			Thứ Sáu, 27/10/2023	11h00	Done/Published	Link
8	Trust		Location introduction post	Nam Anh			Thứ Sáu, 27/10/2023	19h00	Done/Published	Link
9	Entertainment	5 (Phở Cường Kỳ)	Social post #3 Meme: Nói mà không biết nhường miếng nào	Thịnh			Thứ Bảy, 28/10/2023	19h00	Done/Published	Link
10	Knowledge		Dish introduction	Thịnh			Chủ Nhật, 29/10/2023	11h00	Done/Published	Link
11	Trust		Location introduction post	Thịnh			Chủ Nhật, 29/10/2023	19h00	Done/Published	Link
Week 2 (30/10-5/11)										
12	Entertainment	6 (Cơm gà Hải Nam)	Social post #4 Poll: Bạn thường ăn ở ngoài với ai?	Thịnh			Thứ Hai, 30/10/2023	20h00	Done/Published	Link
13	Entertainment		Social post #5 Meme: Lần đầu thấy ông chủ ngồi ăn quán	Thịnh			Thứ Ba, 31/10/2023	20h00	Done/Published	Link
14	Entertainment	7 (Quán 1-4)	Social post #6 Meme: Vì tiền dễ tổn thương đầu tháng	Thịnh			Thứ Tư, 1/11/2023	20h00	Done/Published	Link
15	Entertainment		Social post #7 Meme: Cách kiếm người yêu part-time dễ nhất	Nam Anh			Thứ Năm, 2/11/2023	20h00	Done/Published	Link
16	Entertainment	8 (Quán 5-6)	Social post #8 Meme: Nhìn cũng đúng mà sao cái được	Nam Anh			Thứ Sáu, 3/11/2023	20h00	Done/Published	Link
17	Knowledge		Social post #9 Explain: Sủi cáo vs. Há cáo	Nam Anh			Thứ Bảy, 4/11/2023	20h00	Done/Published	Link
Week 3 (6-11/12/11)										
18	Knowledge	9 (Thống báo Cường Kỳ)	Dish introduction	Nam Anh			Thứ Hai, 6/11/2023	11h00	Done/Published	Link
19	Trust		Location introduction post	Nam Anh			Thứ Hai, 6/11/2023	20h00	Done/Published	Link
20	Knowledge	10 (Thống báo vào top cuộc thi video)	Social post #10 Explain: Những trường phái trong ẩm thực Trung Hoa	Nam Anh			Thứ Ba, 7/11/2023	11h00	Done/Published	Link
21	Entertainment		Social post #11 Poll: Bạn thích ăn nhân há cáo nào?	Thịnh			Thứ Ba, 7/11/2023	20h00	Done/Published	Link
22	Entertainment	11 (Thống báo vào top cuộc thi video)	Social post #12 Meme: Bàn cuối, vị trí lý tưởng	Nam Anh			Thứ Tư, 8/11/2023	20h00	Done/Published	Link
23	Trust		Recap/Collection album #1	Thịnh			Thứ Năm, 9/11/2023	20h00	Done/Published	Link
24	Entertainment	12 (Thống báo vào top cuộc thi video)	Social post #13 Meme: Meat.zip	Nam Anh			Thứ Sáu, 10/11/2023	20h00	Done/Published	Link
25	Knowledge		Dish introduction	Nam Anh			Thứ Bảy, 11/11/2023	11h00	Done/Published	Link
26	Trust		Location introduction post	Nam Anh			Thứ Bảy, 11/11/2023	20h00	Done/Published	Link
Week 4 + 5 + 6 + 7 (13/11-7/12)										
27	Entertainment	13 (Thống báo vào top cuộc thi video)	Social post #14 Meme: Rau củ + Trái cây	Nam Anh			Thứ Hai, 13/11/2023	20h00	Done/Published	Link
28	Entertainment		Social post #15 Meme: Thêm lương vào phở	Thịnh			Thứ Ba, 14/11/2023	20h00	Done/Published	Link
29	Knowledge	14 (Thống báo vào top cuộc thi video)	Social post #16 Explain: Nguồn gốc cơm gà xôi mở	Nam Anh			Thứ Tư, 15/11/2023	11h00	Done/Published	Link
30	Trust		Recap/Collection album #2	Thịnh			Thứ Tư, 15/11/2023	20h00	Done/Published	Link
31	Entertainment	15 (Thống báo vào top cuộc thi video)	Social post #17 Meme: Nhìn món ăn khoái khẩu	Thịnh			Thứ Năm, 16/11/2023	20h00	Done/Published	Link
32	Entertainment		Social post #18 Meme: Mớ từ lạnh	Thịnh			Thứ Sáu, 17/11/2023	20h00	Done/Published	Link
33	Knowledge	16 (Thống báo vào top cuộc thi video)	Social post #19 Explain: Gia vị phổ biến trong ẩm thực người Hoa	Nam Anh			Thứ Hai, 20/11/2023	20h00	Done/Published	Link
34			Thống báo vào top cuộc thi video	Thịnh			Thứ Năm, 23/11/2023	20h00	Done/Published	Link
35	Knowledge	17 (Thống báo vào top cuộc thi video)	Social post #20 Explain: Hương vị đặc biệt của phá lấu	Nam Anh			Chủ Nhật, 26/11/2023	20h00	Done/Published	Link
36	Entertainment		Social post #21 Meme: Bánh kẹp mèo	Thịnh			Thứ Ba, 28/11/2023	20h00	Done/Published	Link
37	Entertainment	18 (Thống báo vào top cuộc thi video)	Social post #22 Meme: Mèo bán cả	Thịnh			Thứ Năm, 30/11/2023	20h00	Done/Published	Link
38	Entertainment		Social post #23 Meme: Khách cũ về quán	Thịnh			Thứ Bảy, 2/12/2023	20h00	Done/Published	Link
39		19 (Thống báo vào top cuộc thi video)	Top 3 video nhiều view nhất	Nam Anh			Thứ Năm, 7/12/2023	20h00	Done/Published	Link

[Link to the table on Google Sheets: [FA23MC18_3.2_CalendarFacebook](#)]

3.2. Video production

3.2.1. Voice-over script and shot list

The voice-over script is prepared before the shooting day. This involves the screenplay, which is the narrative and dialogue, as well as any additional details needed for production.

Our team also writes the shot list, which is a detailed plan that outlines every shot that will be filmed during a specific scene, based on the main shooting board. During editing, the shots are arranged in a specific order.

3.2.2. On-site shooting

After preparing the script and shot list, we scheduled which day to begin the shooting. Before that day, all devices are checked to make sure that everything is operating normally. The team's representative also calls the eatery's owner (or manager) to confirm the permit and schedule.

Figure 3.4

Behind the scenes of a shooting day



3.2.3. Recorded footage

- Resolution: 4K (3,840 x 2,160 pixels).
- Framerate: 60 fps.
- Format: HEVC (.MOV).
- After the shooting day, the raw footage is copied and stored on our editor's computer. The editor then filters and picks the suitable footage (based on voice script and shooting board), then proceeds to edit and organize the footage to align with the projected timing outlined in the script, into sequence in Premiere Pro.

Footage is excluded if they are out of focus, strong vibrations (can not be fixed in the software), bad white balance, or having the appearance of inappropriate elements (people, animals, objects...).

Figure 3.5

Example of footages for Hà cảo Minh Ký, and Bánh xếp A Dia



3.2.4. Compositing and safe zone guideline

After picking suitable footage and organizing in the software, the voice talent recorded their voice (based on voice script, reality context and chosen scene). The voice underwent post-processing and integration into the project.

Subtitles are added, and any necessary white balance corrections are made before finalizing and exporting the project.

The subtitles must align with the desired font and colors of the campaign, and any main elements of the video should be within TikTok's safe zones. Safe zones are the areas on the screen that will not be covered by handles, captions, music titles, descriptions, search bar, or social reaction buttons (Tobin, 2023). Through the editing process, we always keep the dishes in the safe zone so that no message is lost and the focal point is within the safe zone.

Figure 3.6

TikTok's safe zone (Lucy, 2021)

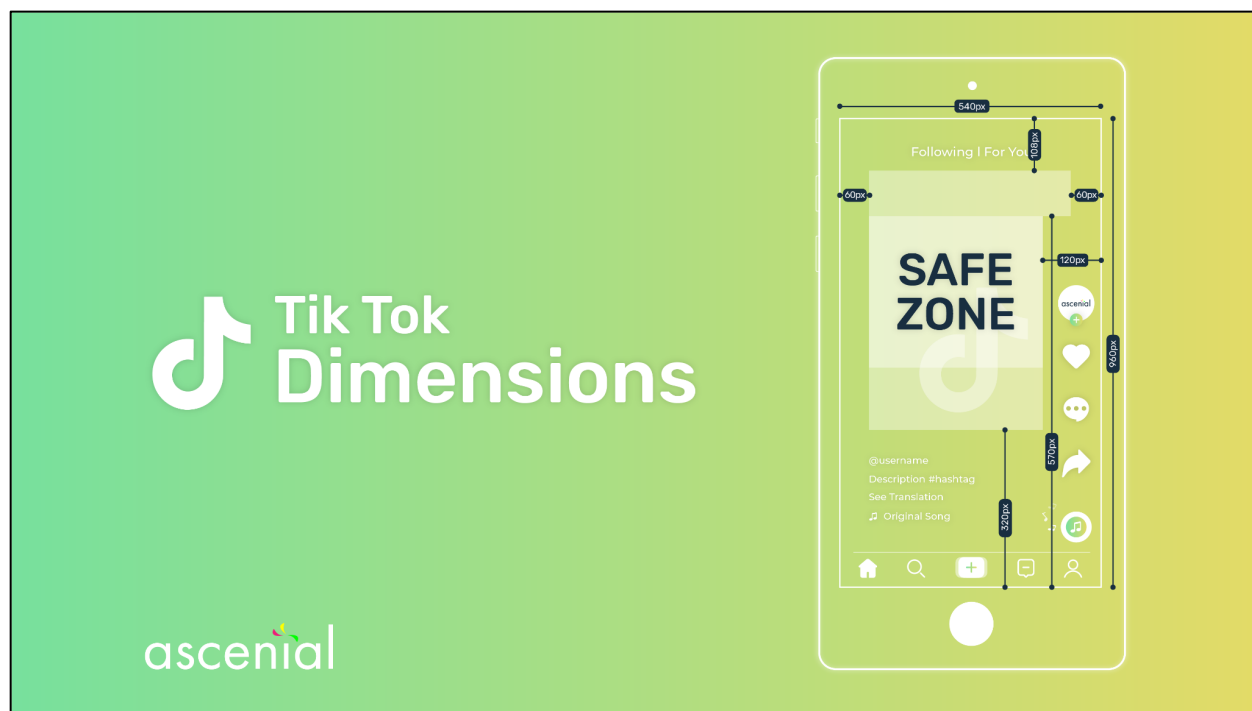


Figure 3.7

Guidelines for showing products in the safe zone (green box) (Hu & Ventura, 2023)

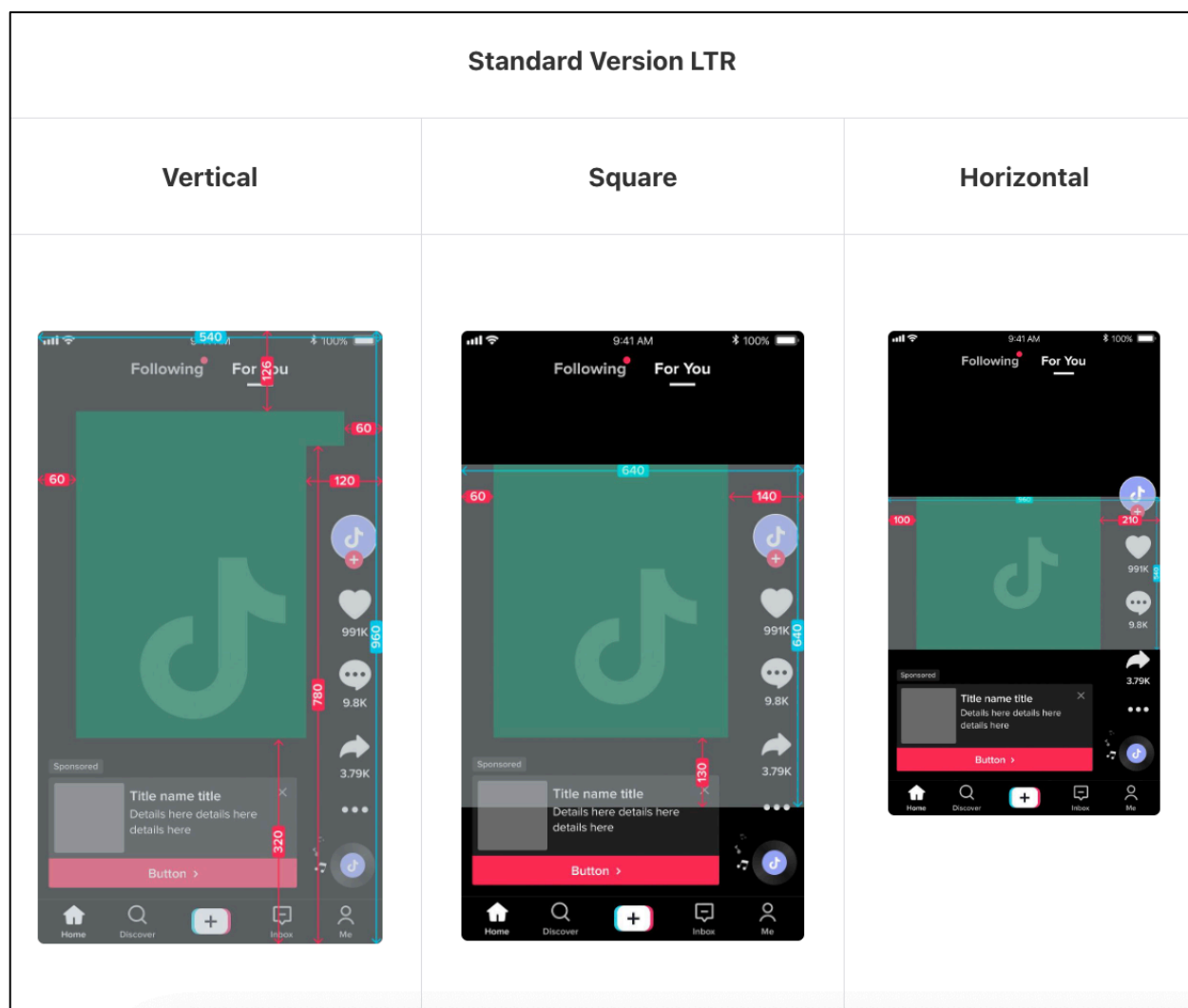


Table 3.3

Script, shot list, timeframe and graphic addition in videos

SCRIPT AND SHOTLIST				
No.	Timeframe	Category	Content	Subtitles
Xôi ca-dé				
1	00:00 - 00:09	Opening	Nếu ở mỹ đình, gói xôi gác có giá 100k. Thì ở quận 5, gói xôi ca dé thêm ca dé chỉ có 26k thôi, vậy Quầy xôi ca dé hôm 48 năm này có gì đặc biệt mà làm nó trở danh, nổi tiếng đến như thế?	- Quầy xôi ca dé gia truyền / Hơn 50 năm - Gói xôi ca dé (thêm ca dé) 26.000 - Xôi ca dé / 451 Trần Phú, P.7, Q.5
2	00:09 - 00:20	Introduce	Thứ nhất là ca dé ở đây hoàn toàn khác biệt so với các loại ca dé mình biết từ trước đến giờ, ca dé ở đây được làm từ rất nhiều trứng, không có sữa, không có vani và nhờ vào tay nghề của người làm nên ca dé mềm mịn, rất thơm mùi đặc trưng của trứng.	- Ca dé khác biệt - Rất nhiều trứng / Không vani
3	00:20 - 00:28	Main dish	Theo mình được biết, họ sử dụng loại nếp chất lượng tốt khi nấu xôi và thành phẩm là loại xôi cho dù để nguội cũng không bị khô hay cứng.	- Loại nếp chất lượng tốt
4	00:28 - 00:35	Main dish	Hôm nọ nhờ sử dụng là chuối để gói lại nên cũng rất tiện lợi nếu mua mang về và hâm nóng trong lò viba, nhưng nhất thiết phải ăn liền tại chỗ thì mới ngon.	
5	00:35 - 00:41	Main dish	Nguyên liệu tuy đơn giản nhưng cho ra hương vị ca dé độc đáo, xôi nếp mềm dẻo và có thể mua mang về nhà ăn mà vẫn ngon.	- Prepare the dish - Counter of the eatery - Close-up view of the main dish
6	00:41 - 00:45	Essential information	Mở bán từ 6 giờ tới tới 11 giờ tối, nằm gần ngã tư Trần Phú – Nguyễn tri phương.	- Từ 18h đến 23h - 451 Trần Phú, P.7, Q.5
7	00:45 - 00:49	Ending	Cho nên nếu có cơ hội thì các bạn hãy tới thử đi.	- Tối thử đi - Overview of the eatery, counter and main dish
Bánh canh thủ nước cốt dừa				
1	00:00 - 00:07	Opening	Quanh thành phố này, nếu mà kiếm một quán bánh canh nước cốt dừa, nấu thủ nóng hổi cho các bạn luôn thì gần như không thể.	- Bánh canh thủ nước cốt dừa
2	00:07 - 00:13	Introduce	Quán nằm ở số 352 đường Phan Văn Trị, phường 2, quận 5, bình thường muốn ăn món này là phải xuống tận miền Tây lận.	- 352 Phan Văn Trị, P.2, Q.5
3	00:13 - 00:23	Main dish	Đặc biệt khi quán nấu bằng thủ, đem ra là nóng hổi, sôi sùng sục luôn. Ăn kèm với bánh canh có rau đắng, cải bẹ xanh mini và rau má.	- Prepare the main dish - Close-up view of the main dish
4	00:23 - 00:35	Main dish	Ở đây giờ lên thì mình thấy 4 con tôm sú cỡ khá to với 2 cục mực. Tôm ở đây khá bự, nhưng theo mình topping ngon nhất ở đây là cục mực. Cục mực nhai sần sật và rất đậm vị ốc.	- Close-up view of the topping - The host trying the dish
5	00:35 - 00:41	Main dish	Vị béo của nước cốt dừa, kết hợp với hải sản chấm muối ớt xanh thì ra một combo khá xứng xứng miệng.	- Close-up view of the sauce - The host trying the dish
6	00:41 - 00:53	Ending	Cho nên là nếu có cơ hội, các bạn hãy TỚI THỬ ĐI!	- Overview of the dish - The host trying the dish
Bánh xép A Dia				
1	00:00 - 00:05	Opening	Bánh xép Quảng Đông ngon nhất quận 5 ... thì mình chưa chắc nhưng chắc chắn là một trong những quán ngon nhất cá nhân mình từng trải nghiệm.	- Overview of the dish
2	00:05 - 00:12	Introduce	Núp trong hẻm nhỏ 447/3A Phan văn trị phường 7 quận 5, bánh xép quảng đông a dia có gì mà khiến cá nhân mình đánh giá cao như vậy?	- 447/3A Phan Văn Trị, P.7 Q.5 - Name and address on the screen - Counter and the eatery's menu
3	00:12 - 00:22	Dishes	Đầu tiên là bánh xép chi hấp và chiên khi thực khách gọi món nên bánh luôn nóng và giữ được độ tươi ngon. Và không chỉ có bánh xép đầu mà những món ăn kèm khác cũng vậy, khách gọi món thì mới làm để chúng có chất lượng tốt nhất.	- Bánh chi được hấp, chiên khi khách gọi món - Gói lap vít - Quầy tôm chiên - Cảnh gà chiên
4	00:22 - 00:31	Main dish	Không những thế, nhờ vào tay nghề và kinh nghiệm canh thủ gian chuẩn của người nấu, vô ngại bánh hấp mịn và có độ dai vừa phải còn vô ngại bánh chiên giòn với nhân thịt nóng hổi bên trong.	- Bánh xép hấp vô mịn, dai vừa phải - Bánh xép chiên vô giòn, nhân nóng
5	00:31 - 00:44	Main dish	Mà ai có tình đi ăn lần đầu thì nên thử xít từ xuyến với bánh hấp và xít tới với bánh chiên theo gọi ý của quán nha. Mấy xít này có tình thêm tên nhưng cũng đáng để bạn thử. Không thì thử không sao cả vì theo cá nhân mình bánh chiên với nước tương, sa tế, tương ớt cũng ngon sần rĩ.	- Xít từ xuyến - Xít mayo tỏi
6	00:44 - 00:50	Essential information	Tọa lạc ở địa chỉ 447/3A đường Phan Văn Trị phường 7 quận 5, gần trường THCS Kim Đồng.	- 447/3A Phan Văn Trị, P.7 Q.5 (gần trường THCS Kim Đồng)
7	00:50 - 00:53	Ending	Và nếu có cơ hội thì các bạn hãy TỚI THỬ ĐI!	- Tối thử đi - Overview of the eatery, counter and main dish
Hà cảo Minh Ký				
1	00:00 - 00:06	Opening	Mỗi lần thêm hà cảo là mình cứ đi ra thôi này như một thói quen, mà gọi là thói quen cũng chưa đúng, nó giống bản năng hơn vì nó ăn sâu vô máu rồi.	- Mà gọi là thói quen thôi cũng chưa đúng - Giống bản năng hơn
2	00:06 - 00:20	Introduce	Bản thân mình đã ăn ở Hà cảo Minh Ký từ hồi tiểu học tới bây giờ cũng đã hơn 15 năm và mặc dù đã kinh qua nhiều nơi bán hà cảo khác trong quận 5 và các quận lân cận thì mình vẫn luôn giới thiệu bạn bè đi thử nơi này mỗi khi họ nhờ mình recommend chỗ đi ăn vặt hay thậm chí ăn no.	- Hà cảo Minh Ký / 78 Nguyễn Thời Trung P.6 Q.5
3	00:20 - 00:26	Price	4k cho 1 viên hà cảo nhưng viên nào cực nẩy cũng bự mà tự nhờ cái phần nhân tôm thịt bên trong nhiều chứ không phải bị như cái lóp vỏ đây.	- 4-6k/viên - Size khá lớn, nhân nhiều
4	00:26 - 00:37	Essential information	Và một ngữ nghĩa thú, hà cảo có thể hiểu là bánh bột nhồi nhân có thịt tôm. Và mọi loại hà cảo ở hà cảo Minh Ký đều có phần nhân được làm từ thịt tôm.	- Hà (còn tôm, thịt tôm) / Cảo (bánh bột nhồi nhân) - Name of dishes
5	00:37 - 00:43	Main dish	Ai có dịp đi ăn lần đầu thì mình khuyến khích kêu thử mỗi cái 1 viên giống vậy nha, 1 phần vậy chỉ có 30k thôi	- Prepare the main dish - Close-up view of the main dish
6	00:43 - 00:54	Additional dishes	Và thậm chí nếu có tới đây mà không ăn hà cảo thì bạn thử gò qua một số loại bánh bao tiệm đang bán như bánh bao xá xíu, nướng thịt, trứng muối, kim sa, mai quế lò, socola.	- Prepare additional dishes - Close-up view of additional dishes
7	00:54 - 01:05	Operation time	Mọi món ăn đều được làm từ buổi sáng và mở bán từ 3 giờ nước chiều tới 9 giờ nước tối cũng ngày, nhưng đôi khi phải đóng cửa sớm vì rất đắt khách.	- Mở bán từ 15h30 - 21h30
8	01:05 - 01:08	Ending	Vậy nên, nếu có cơ hội, thì các bạn hãy "Tới thử đi".	- Tối thử đi - Overview of the eatery, counter and main dish
Phở Cường Ký				
1	00:00 - 00:08	Opening	Mỗi lần đi bơi từ hồ bơi Tân Đà, mình thường ghé qua phố bù Cường Ký nằm cùng đường luôn. Cái cảm giác đi bơi 1-2 tiếng rồi ăn một bữa no nê nó đã lắm.	- Mỗi lần đi bơi từ hồ bơi Tân Đà, mình thường ghé qua Phố Cường Ký nằm cùng đường
2	00:08 - 00:15	Introduce	Tiệm có địa chỉ hiện tại ở số 51 đường Tân Đà, phường 10 quận 5 được vài năm rồi. Và cũng mừng khi hương vị không có thay đổi nhiều so với hồi còn bán ở đường Bùi Hữu Nghĩa.	- Phố Cường Ký / 51 Tân Đà P.10 Q.5 - Name and address on the screen - Counter and preparing the main dish
3	00:15 - 00:25	Main dish	Nước dùng ở đây được nấu từ xương bò, thịt bò, không hành tây không củ cải trắng và tằm nước lén thêm một lớp mỡ bò khi phục vụ món giúp nhằm kích thích vị giác của thực khách khi họ dùng bữa.	- Nước dùng nấu từ xương và thịt bò - Không hành tây / Không củ cải trắng
4	00:25 - 00:35	Main dish	Một ít thập cẩm như vậy thường sẽ có gần như đủ tất cả các loại topping như nem, viên, gân, lưỡi, lá xách, tổ ong, mực tro. Mà nếu ai thích thêm gì, bớt gì thì cơ hội, tiệm sẽ cố gắng thỏa mãn nhu cầu trong khả năng.	- Nem, viên, gân, lưỡi, lá xách, tổ ong, mực tro
5	00:35 - 00:44	Additional dishes	Chẳng hạn như cá nhân mình thì thích ăn gần nhưng phải là gần mềm thì mới chịu. Và nếu ai muốn trải nghiệm những cái mới lạ hơn, phá cách hơn thì họ cũng có những loại topping khác kể trên để đáp ứng nhu cầu đó.	- Pinh (ngũ pinh) - Pinh (ngũ pinh)
6	00:44 - 00:57	Essential information	Mở bán từ 7h sáng tới 11h tối, nhưng công chính vì mở bán từ sáng nên đôi khi tới trưa chiều là tiệm đã bán hết một số loại topping. Tọa lạc ở số 51 đường Tân Đà, Phường 10 Quận 5, Phố bù Cường ký nằm gần ngã tư Trần Hưng Đạo - Tân Đà.	- Mở bán từ 7h - 23h - Phố Cường Ký / 51 Tân Đà P.10 Q.5 - Gần ngã tư T.H.Đạo - Tân Đà
7	00:57 - 01:01	Ending	Và nếu có cơ hội thì các bạn hãy TỚI THỬ ĐI.	- Tối thử đi - Close-up view of the dish

[Link to the table on Google Sheets: [FA23MC18_3.3_Scripts](#)]

Figure 3.8

Timeframe and corresponding footage of Há cảo Minh Ký video









			
00:00-00:06: Opening	00:06-00:20: Introduction	00:20-00:26: Price	00:26-00:37: Essential information
			
00:37-00:43: The main dish	00:43-00:54: The additional dishes	00:54-01:05: Operating hours	01:05-01:08: Ending

Figure 3.9

Edited project of Xôi ca-dé, anh Hà cảo Minh Ký video on Premiere Pro

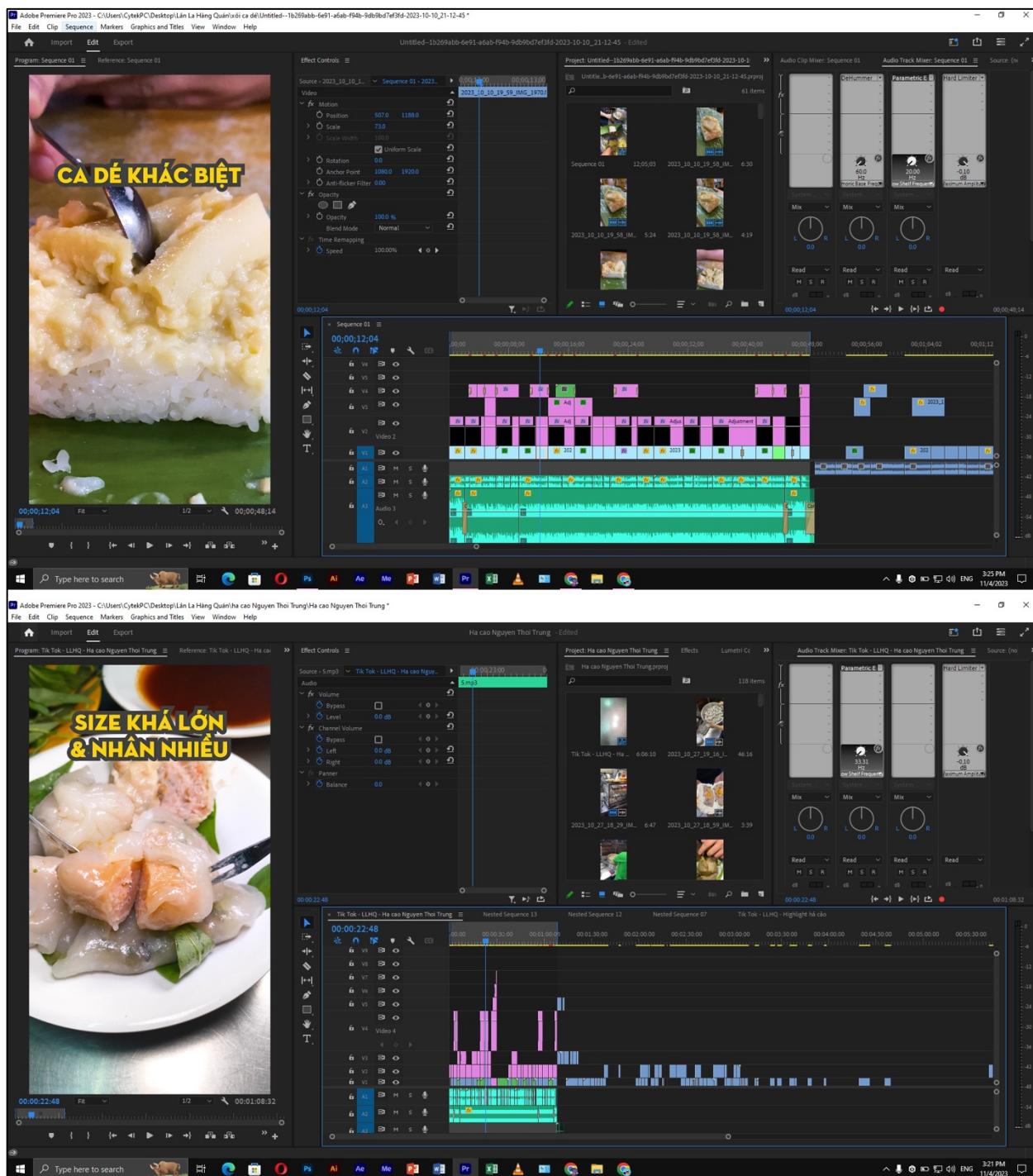
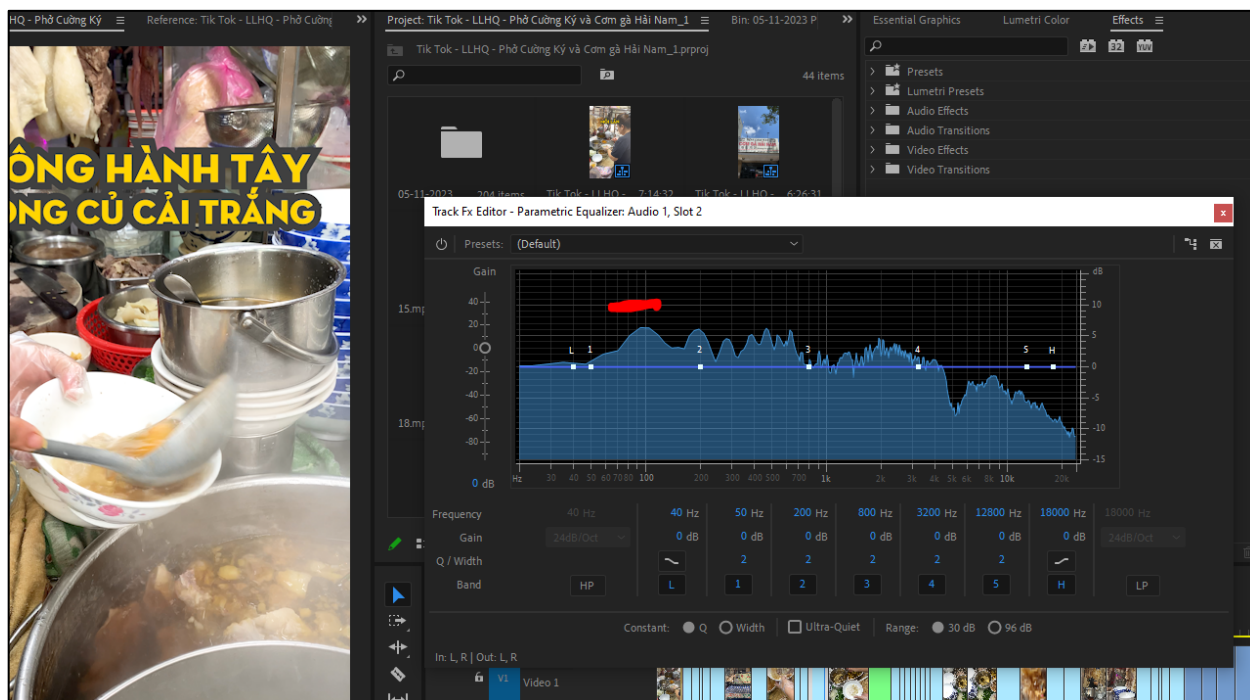


Figure 3.10

The voice-over processing stage in Premiere Pro of Phở Cường Ký video

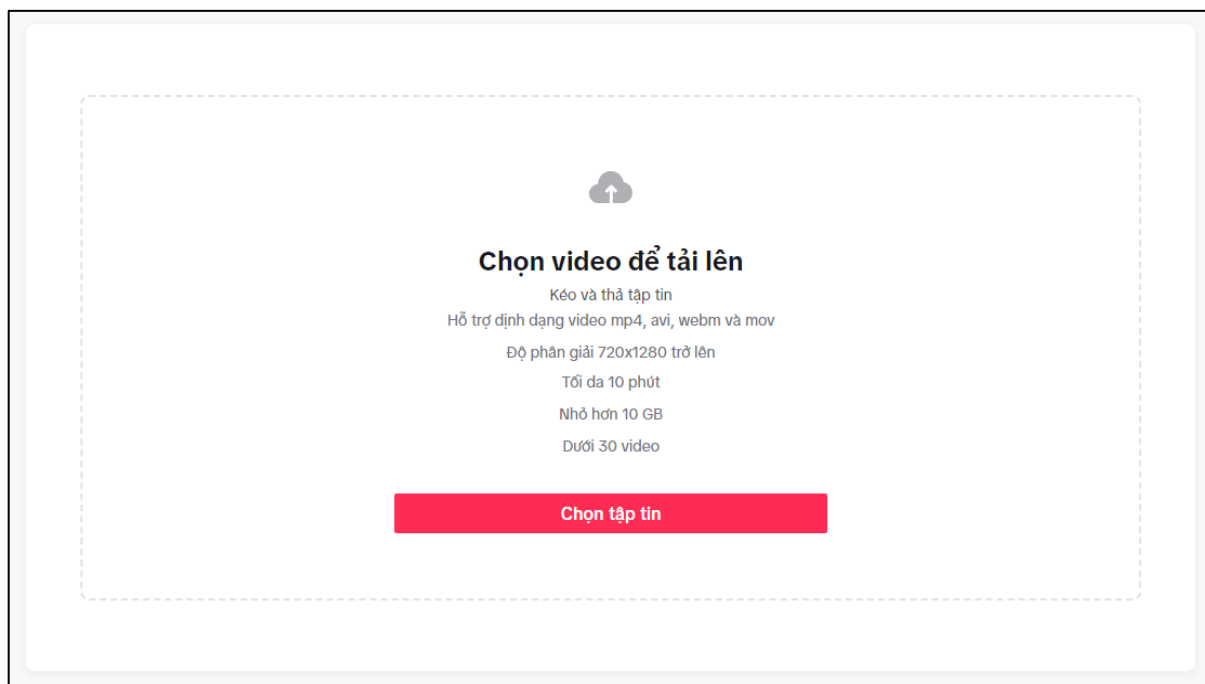


3.2.5. Final product

- Resolution: Full HD (1,080 x 1,920 pixels).
- Framerate: 30 fps.
- Format: H.264 (MP4).
- Estimated size: 100-350 MB.
- Those export specifications are suitable with the platform's recommendation. Even if we upload a 4K video, it will automatically be downsized to 1080p by TikTok (Clipchamp, 2023). The video file size, aspect ratio and format is also under TikTok's rules.

Figure 3.11

TikTok's video requirement before upload

**Figure 3.12**

Export specifications for Xôi ca-dé video in the editing software

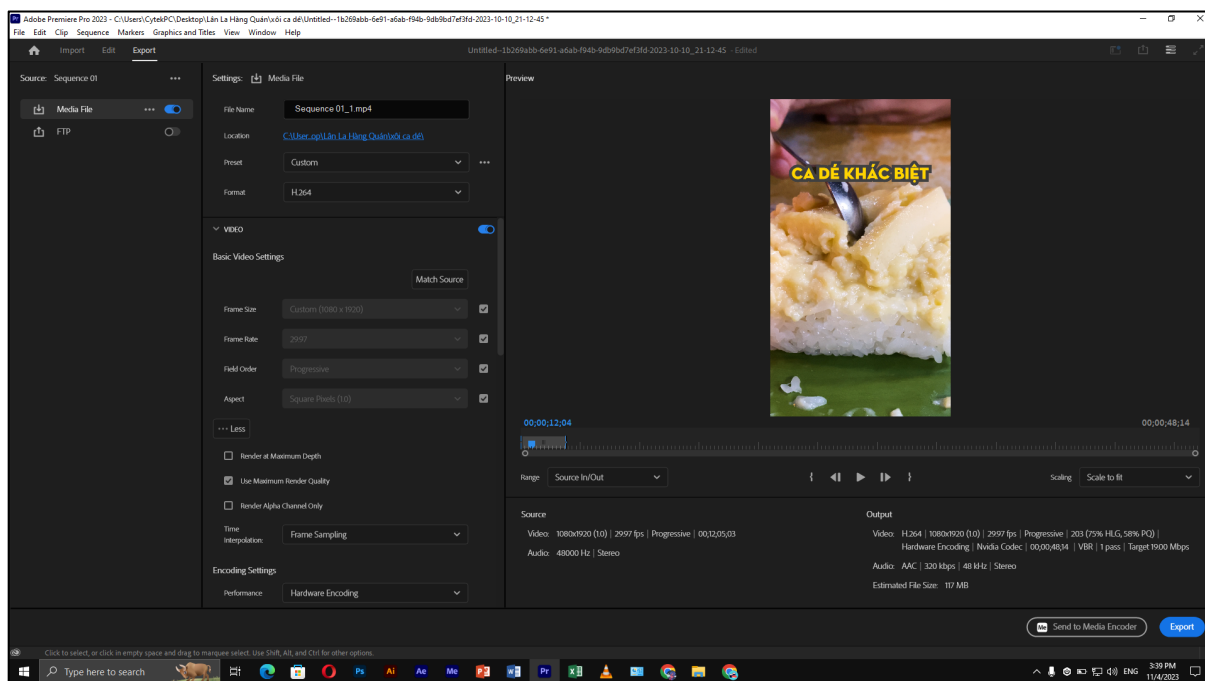


Table 3.4*Link to the final products*

Number	Location	Link to Google Drive
1	Xôi ca-dé	1. Xôi ca-dé
2	Bánh canh thố nước cốt dừa	2. Bánh canh thố nước cốt dừa
3	Bánh xếp A Dia	3. Bánh xếp A Dia
4	Há cảo Minh Ký	4. Há cảo Minh Ký
5	Phở Cường Ký	5. Phở Cường Ký

3.2.6. Distribution

- After uploading the video, we added captions, hashtags and chose the suitable thumbnail. The thumbnail should include the name of the eatery, address and main dish or the menu.
- After uploading, we followed and tracked the performance of each video to evaluate and review.

Figure 3.13

Published videos of Xôi ca-dé, Bánh xếp A Dia, and Phở Cường Kỳ when watching on the TikTok app for iPhone

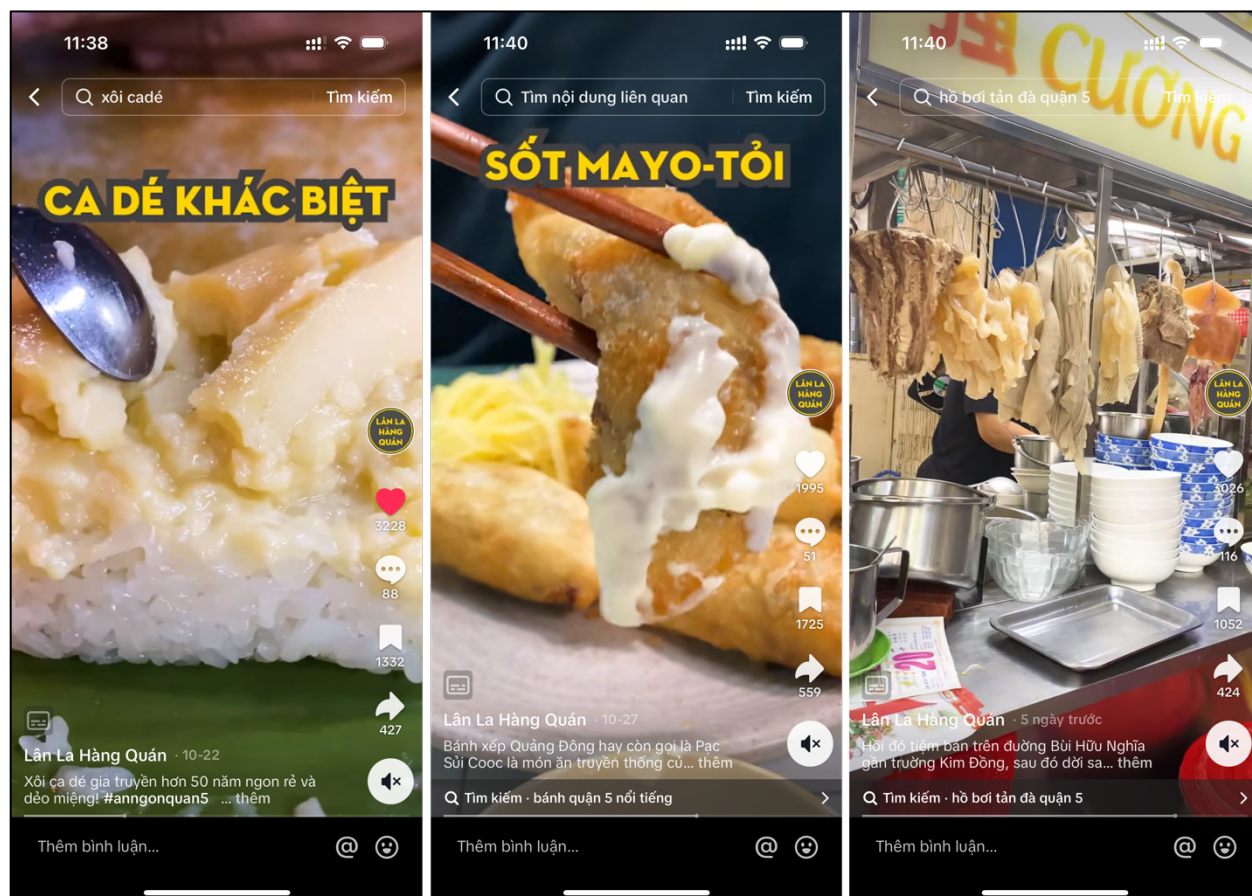
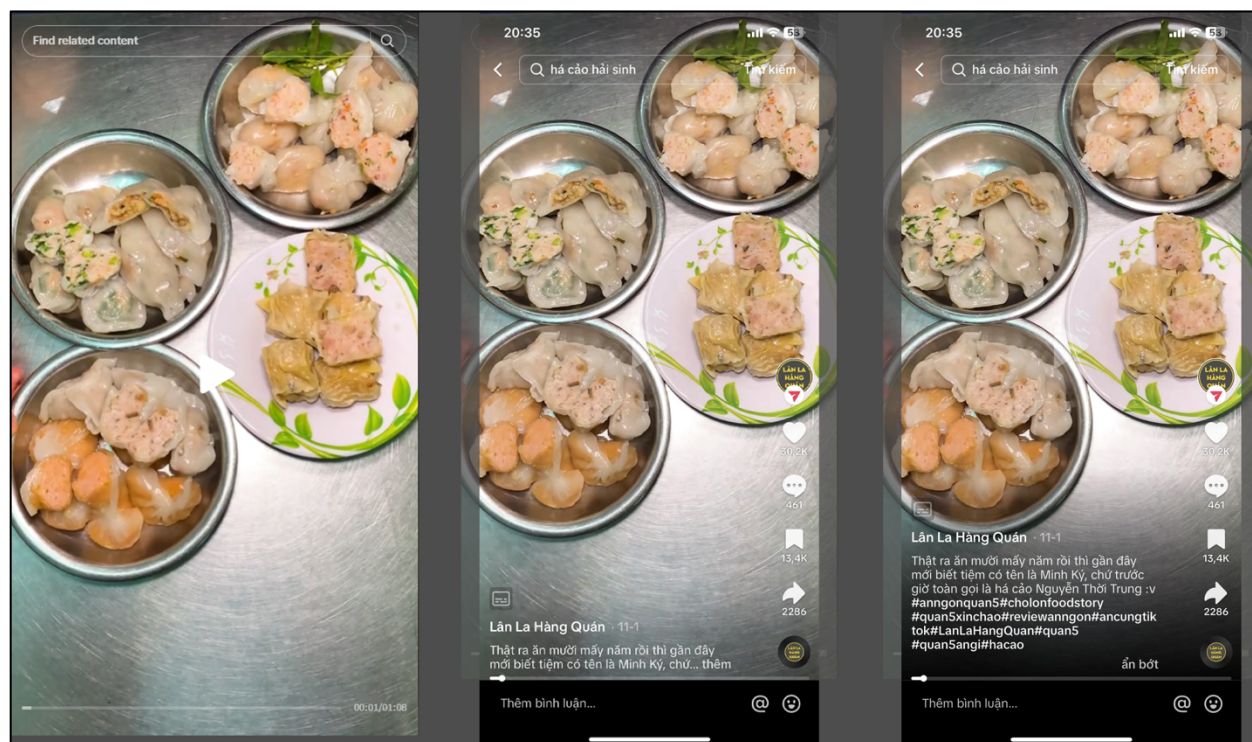


Figure 3.14

Published Há cảo Minh Ký video when watching on the TikTok website, iPhone app (without and with expanded caption), correspond with the safe zone's guideline



3.3. Finance report

Table 3.5

Estimated and actual cost for the whole campaign

COST FOR THE CAMPAIGN						
No.	Item	Estimated		Actual compare to Budget		Note
		Price	Total	Price	Total	
Media						
1	Advertising on Facebook	200.000 đ	200.000 đ	60.000 đ	60.000 đ	
2	Turnitin account	110.000 đ	110.000 đ	110.000 đ	110.000 đ	Plagiarism check
3	Comment Picker	194.000 đ	194.000 đ	194.000 đ	194.000 đ	Export comments on TikTok
Total			504.000 đ		364.000 đ	
Contingency (10%)			50.400 đ		36.400 đ	
Production						
1	Transportation	1.000.000 đ	1.000.000 đ	250.000 đ	250.000 đ	
2	Food	1.500.000 đ	1.500.000 đ			
2.1	Xôi ca-dé			52.000 đ	52.000 đ	
2.2	Bánh canh thổ nước cốt dừa			0 đ	0 đ	Sponsored
2.3	Bánh xếp A Dia			0 đ	0 đ	Sponsored
2.4	Há cảo Minh Kỳ			256.000 đ	256.000 đ	
2.5	Phở Cường Kỳ			0 đ	0 đ	Sponsored
Total			2.500.000 đ		558.000 đ	
Contingency (10%)			250.000 đ		55.800 đ	
Grand total			3.304.400 đ		1.014.200 đ	

Table 3.6*Revenue from the campaign*

INCOME STATEMENT			
No.	Item	Cost	Income
Video contest			
1	Video contest winner prize		10.000.000 đ
2	Video contest runner-up prize		7.000.000 đ
Total			17.000.000 đ
Production			
1	Transportation	250.000 đ	
2	Food		
2.1	Xôi ca-dé	52.000 đ	
2.2	Bánh canh thổ nước cốt dừa	0 đ	
2.3	Bánh xếp A Dia	0 đ	
2.4	Há cảo Minh Ký	256.000 đ	
2.5	Phở Cường Ký	0 đ	
Total		558.000 đ	
Media			
1	Advertising on Facebook	60.000 đ	
2	Turnitin account	110.000 đ	
3	Comment Picker	194.000 đ	
Total		364.000 đ	
Contingency (10%)		92.200 đ	
Grand total		1.014.200 đ	17.000.000 đ
Net income			15.985.800 đ

* The table above does not include 10% tax

Chapter 4. Key results

4.1. KPIs achievements

4.1.1. Views and Display Buzz Volume

In terms of metrics performance, data extracted from TikTok Analytics Tool from October 22, 2023 to December 9, 2023 shows that both key results (Views and Display Buzz Volume) surpassed the target KPIs by almost double. As of 22h00 December 9, 2023, three videos with the highest performance are: Há cảo Minh Ký, Xôi ca-dé, and Phở Cường Ký.

4.1.2. Sentiment score

Using the aspect-based approach, we calculated the overall sentiment score of comments on all published videos. Overall, audience's comments on our content on TikTok are mostly positive, with the interest about the introduced eatery, sharing their own experience, or introducing to their friends by tagging them to watch the video. There are a few negative comments, but most of them are related to the eatery itself, not about the video. There are also positive feedbacks about our video, mentioning the attractive editing style, concise information and high quality voice-over.

Figure 4.1

Some of audience's comments on TikTok

**Table 4.1**

Sentiment score calculation on all videos

Total positive comments	Total negative comments	Sentiment score
193	24	0.78

Table 4.2*Evaluation table on TikTok*

Goals	Objectives (TikTok)			
	Key results	KPI	Actual	Compare to KPI
<ul style="list-style-type: none"> Create a TikTok channel about introducing eateries and gradually build a map of eateries of District 5. Provide the target audience with more dining options that are suitable to their needs and desires. 	Views	500,000	980,974	196.19%
	Displayed Buzz Volume (Comment + Share)	2,000	4,609	230.45%
<ul style="list-style-type: none"> Get positive feedback about the content. 	Sentiment Score	0.80	0.78	

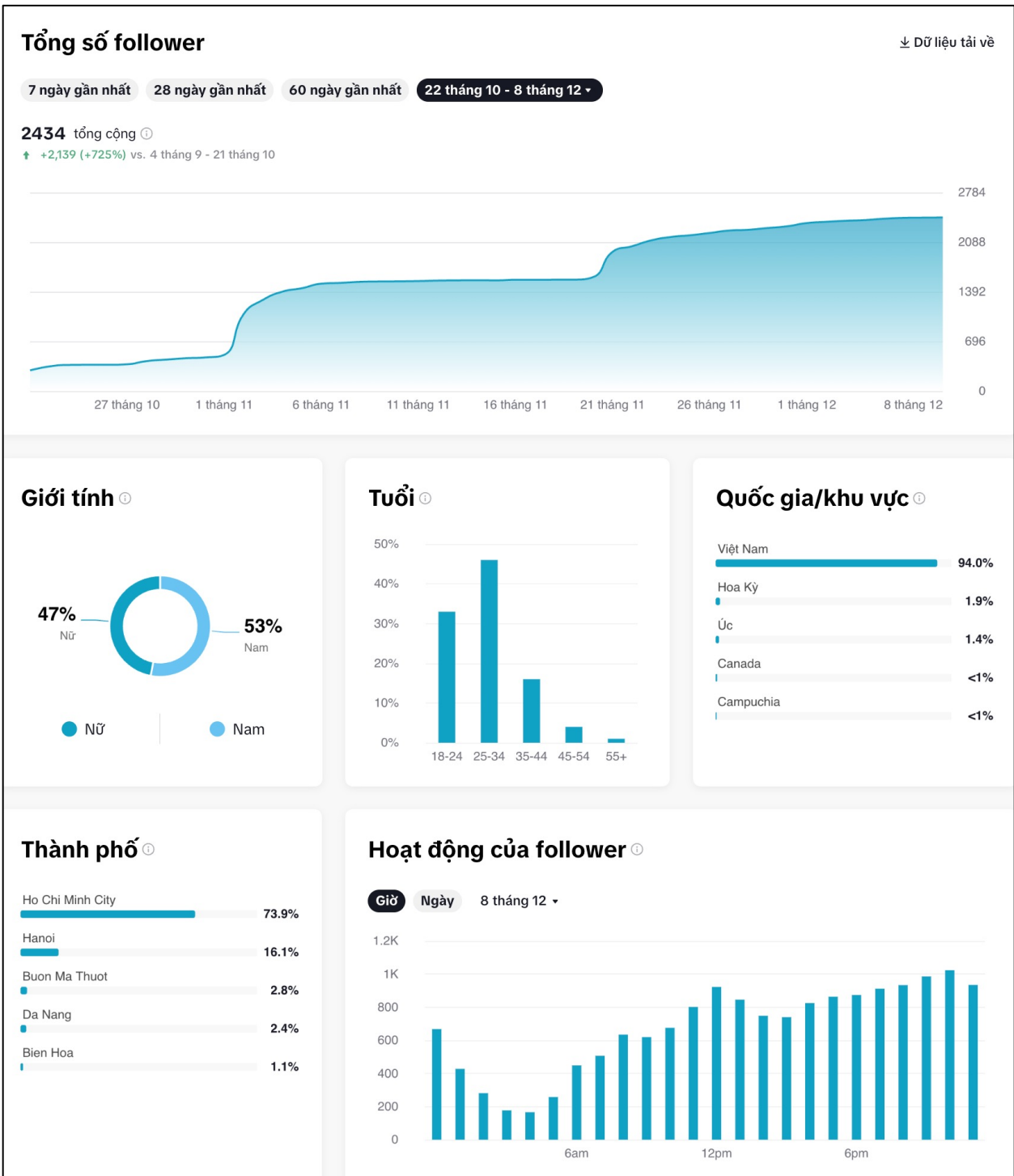
4.2. Overall statistics

4.2.1. TikTok

According to the data extracted from TikTok Analytics Tool from October 22, 2023 to December 8, 2023, our channel's followers reached 2,434. The majority of the audience still remains as the initial audience of the campaign (people from 25 to 34 years old, living in Ho Chi Minh City). The follower's active time is mainly from 18h00 to 23h00, suitable with the planned publish time.

Figure 4.2

Follower statistics from TikTok Analytics Tool

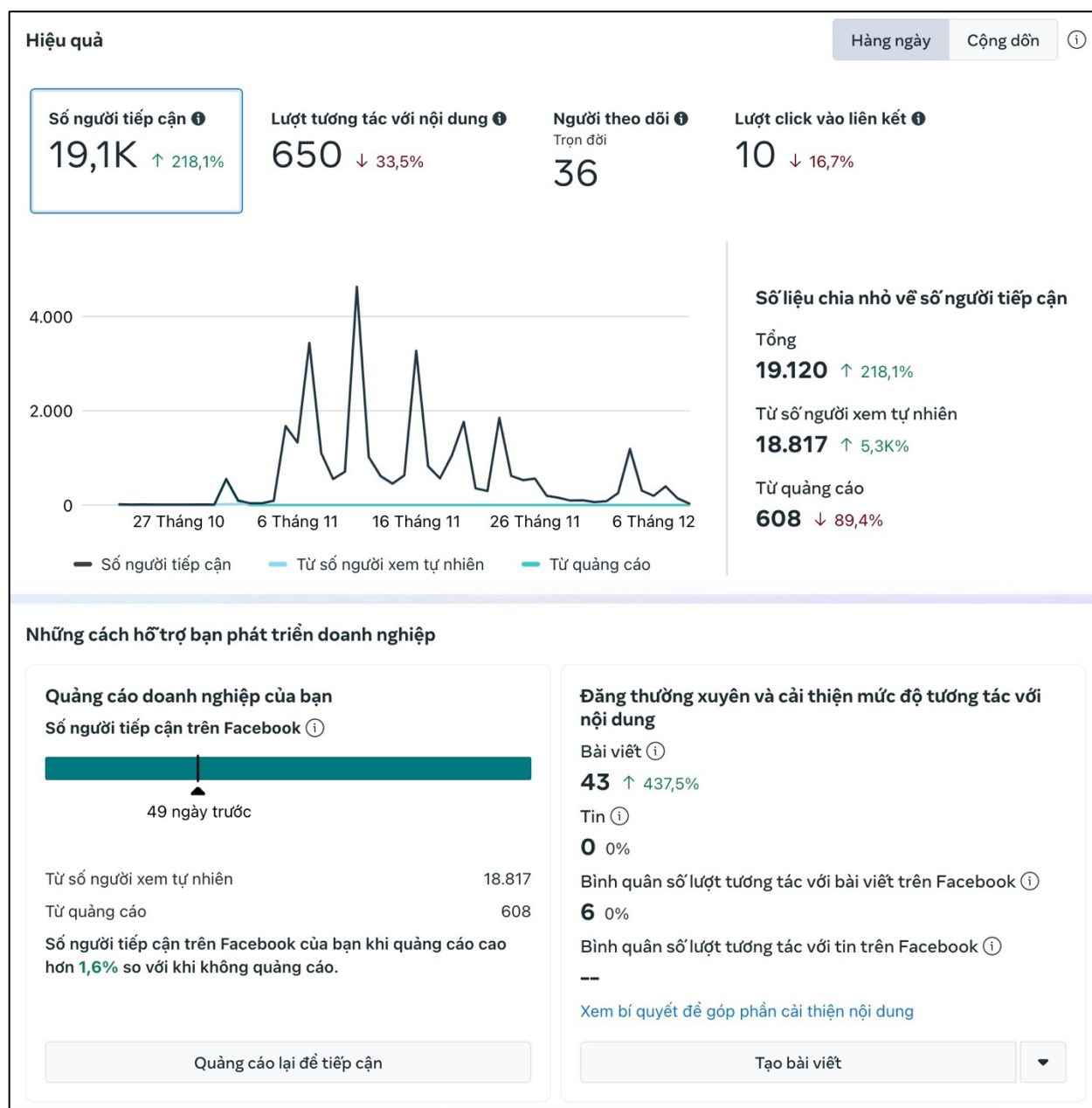


4.2.2. Facebook

Being the supported platform, data from Meta Business Suite shows that our Facebook page gained more than 19,000 reaches, and 650 engagements from October 22, 2023 to December 9, 2023.

Figure 4.3

Performance on Facebook from Meta Business Suite



Chapter 5. Reflection

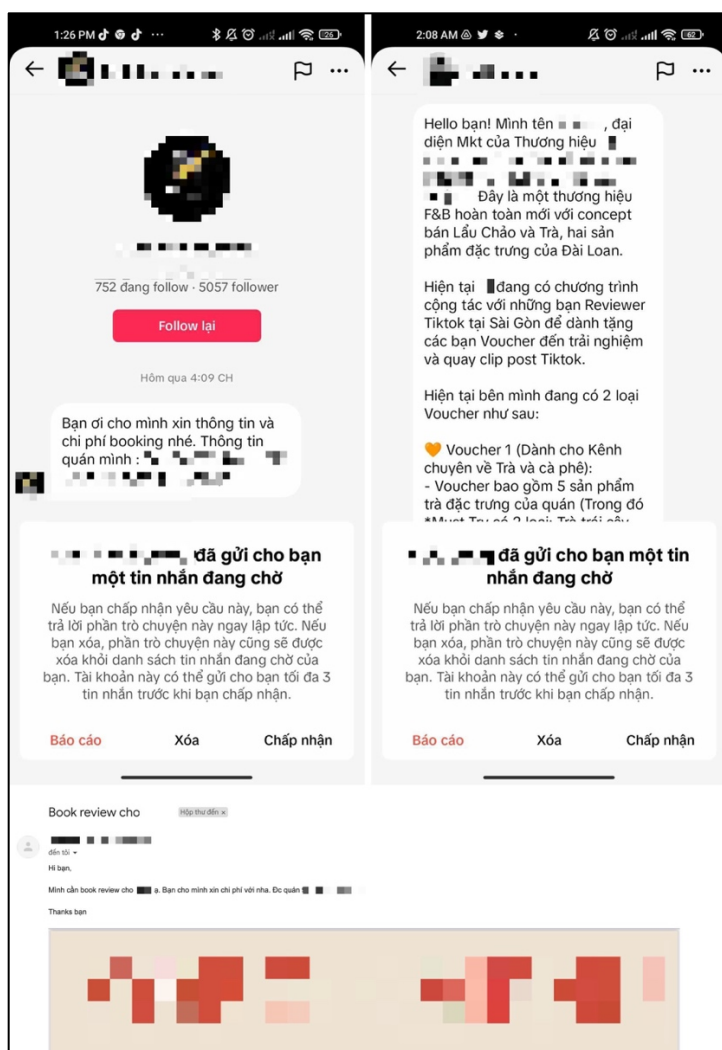
5.1. Recognition and achievements

5.1.1. Booking offer on TikTok

During the campaign, we got booking offers from other eateries and brands from the F&B industry. As of December 9, 2023, we got contacted by 6 eateries in Ho Chi Minh City and one drink brand. This opportunity is suitable for our long-term goal to provide more economical promoting solutions for eateries that do not have a lot of money for advertising.

Figure 5.1

Some of booking offers sent to the channel during the campaign

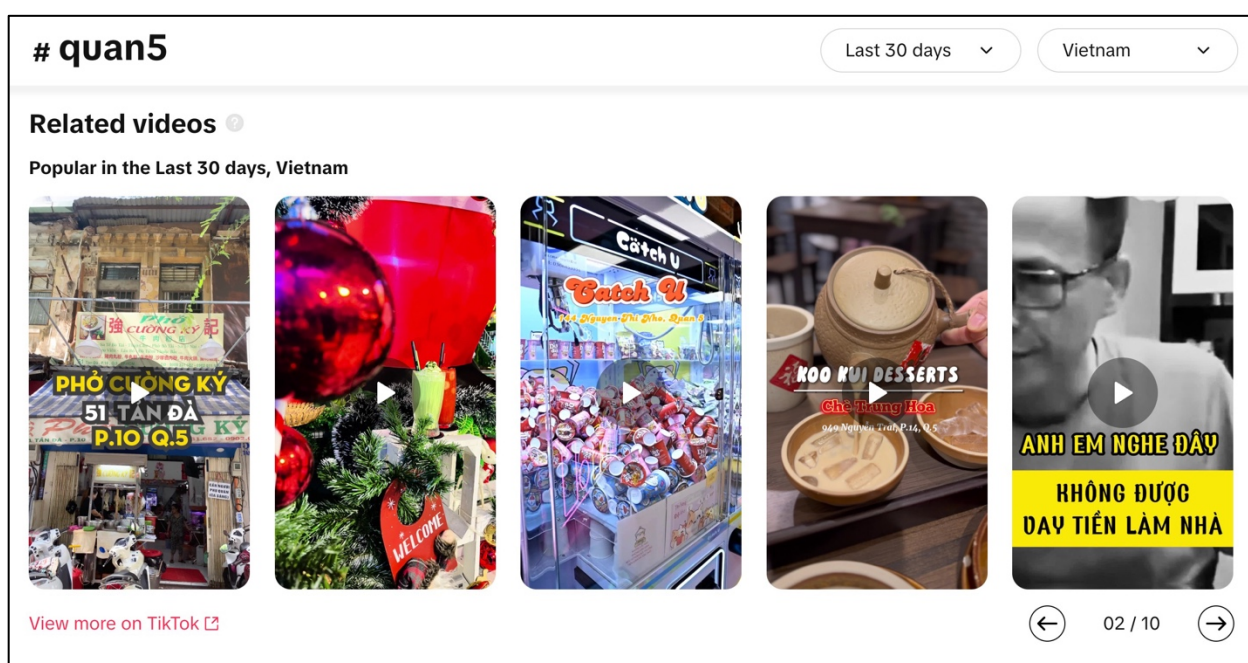


5.1.2. Popular videos with #quan5 hashtag on TikTok

District 5 is the chosen area for this campaign. On TikTok, there is a #quan5 hashtag with the “Food & Beverage” category. According to TikTok Creative Center, two videos in our campaign are listed in popular videos with hashtag #quan5 in the last 30 days in Vietnam (prior to December 9, 2023), which are Phở Cường Ký and Há cảo Minh Ký.

Figure 5.2

Popular videos in the last 30 days with #quan5 hashtag on TikTok

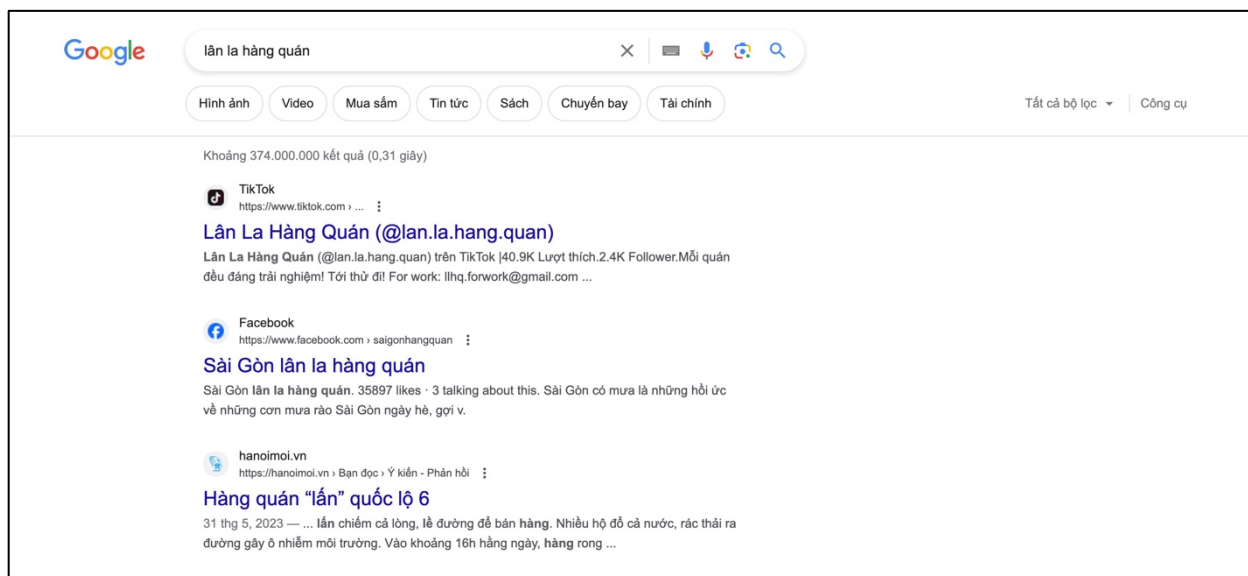


5.1.3. The appearance on Google Search

When searching on Google with the phrase “Lân La Hàng Quán”, our TikTok channel appeared at the first place in the result area. This implies that the channel has been optimized to appear prominently in search results when searching. By reaching on the top of the search result, we may reach more users because they are more likely to click on and engage with content that appears at the top of the results page (Glick et al., 2014).

Figure 5.3

The search result on Google with “Lân La Hàng Quán” phrase



5.1.4. Public’s recognition and contribution to society

District 5 (and neighboring areas in District 6 and District 11) are collectively known as Cho Lon - home to the largest community of Chinese Vietnamese in the southern metropolis (Tri & Nguyen, 2023). On December 1, 2023, a culinary festival featuring Chinese food has been organized in Chợ Lớn neighborhood in District 5, entitled “Chợ Lớn Food Story”.

As mentioned, the “Chợ Lớn Food Story” festival includes a video contest named “Ăn Ngon Quận 5”. We decided to attend this contest by submitting three videos. After the preliminary round, two videos qualified for the semi-final round, which are Xôi cadé, and Bánh xếp A Dia. Those videos were selected by the views, comments and shares.

For the final round, videos are reviewed by the contest’s judges (Huỳnh Lập actor, Hứa Vĩ Văn actor, Lý Minh Thắng director, Mr. Nguyễn Quốc Dũng, Former Head of District 5’s Economic Office, Ms. Đặng Thị Hồng Linh, Former Head of Cultural and Family Lifestyle

Building Department, Ho Chi Minh City Department of Culture and Sports, and Mr. Chủ Hồng Linh, Chairman of Restaurant Association of Vietnam).

On December 23, 2023, it was announced that both videos qualified for the final round. The award ceremony and final result of the contest held on December 1, 2023, which is also the opening ceremony of the “Chợ Lớn Food Story 2023” festival. At the event, the team announced that both videos won the contest, standing at first and second-place.

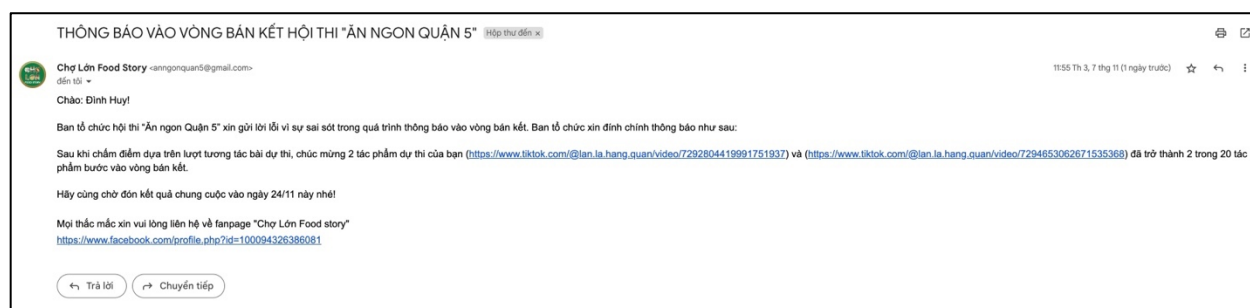
As qualified to the next round of the “Ăn Ngon Quận 5” video contest, the team also been invited to attend the press conference to kick-off the “Chợ Lớn Food Story 2023” festival.

The press conference was held at Đồng Khánh hotel on November 10, 2023, with the appearance of the District 5’s authority representative, culinary experts, press, and attendance of the video contest. At the press conference, we heard about the culinary history in District 5, and the reason behind this festival being held, which is matched with our research about which district to be chosen for the campaign. At this event, the team’s representative (Vương Đình Huy) was also interviewed by the organizer.

Our videos also been highlighted on the “Chợ Lớn Food Story” official website as one of the contestants of the video contest. We are very honored that through these videos, we can contribute to District 5's larger campaign to promote local cuisine.

Figure 5.4

The congratulate email from the contest's organizing committee for qualify to the semi-final round of the “Ăn Ngon Quận 5” video contest

**Figure 5.5**

The invitation to attend the press conference of “Chợ Lớn Food Story 2023” festival. Screenshot from the People’s Committee of District 5

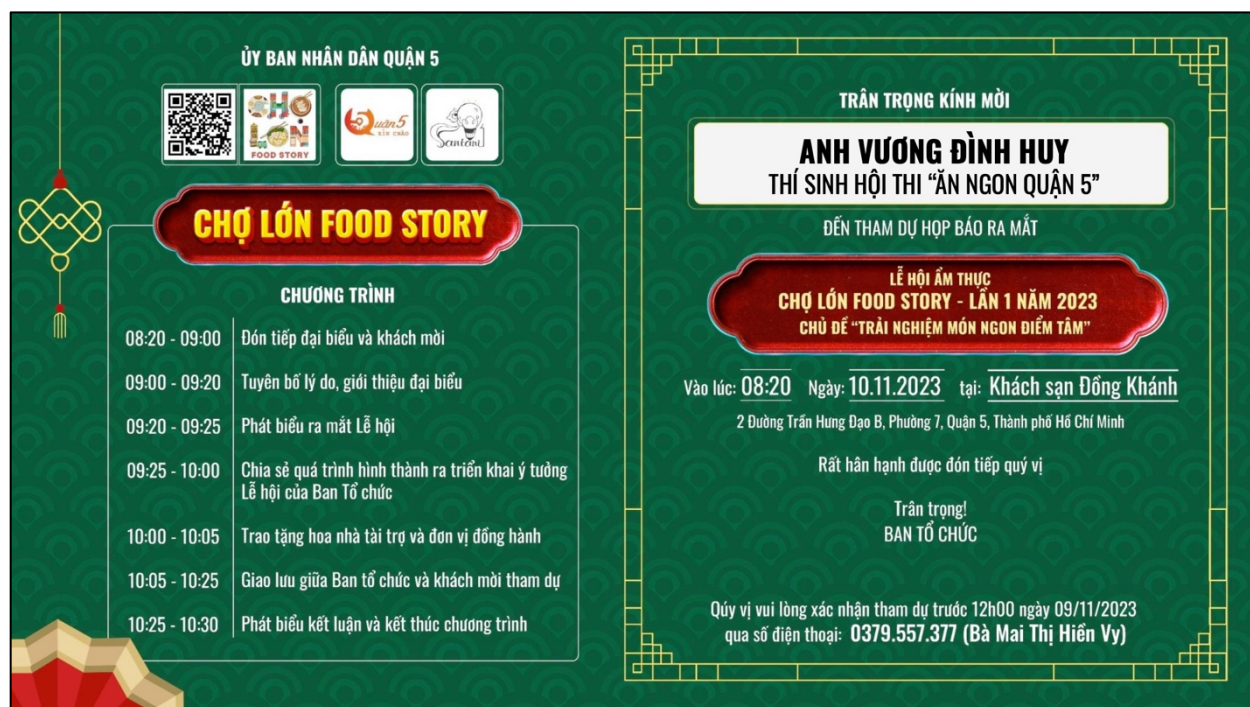


Figure 5.6

The team's representative (Vương Đình Huy) being interviewed by the organizer



Figure 5.7

10 finalists of the “Ăn Ngon Quận 5” video contest. Screenshot from “Chợ Lớn Food Story”

Facebook fanpage



Figure 5.8

Highlighted videos on the “Chợ Lớn Food Story” official website

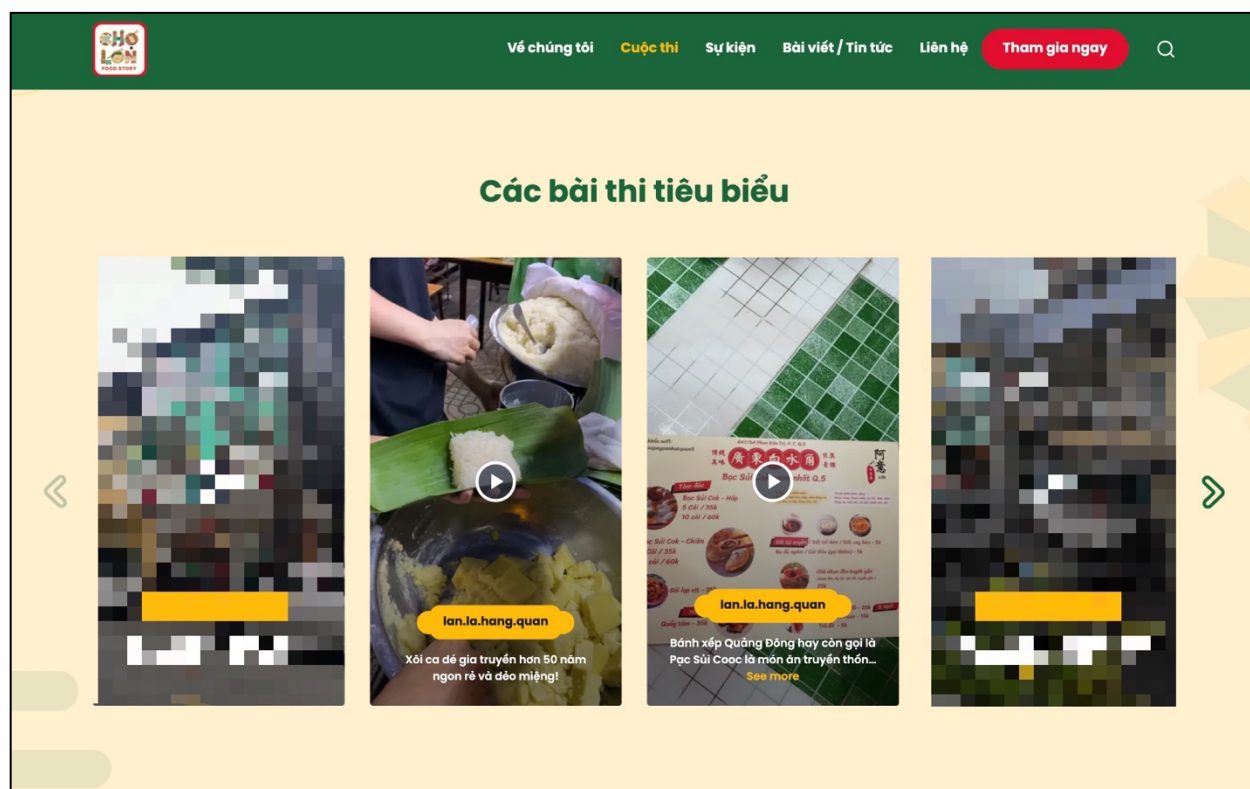



Figure 5.9

Certificates and medals for winning the “Ăn Ngon Quận 5” short-video contest



Figure 5.10

The award ceremony of the “Ăn Ngon Quận 5” contest on an online news website




TRANG TIN ĐIỆN TỬ
ĐẢNG BỘ THÀNH PHỐ HỒ CHÍ MINH

Giới thiệu | Video - Audio
 Tin tức
 MENU

QUẬN 5

Khai mạc Lễ hội ẩm thực Chợ Lớn Food Story lần 1 năm 2023

Cập nhật: 20:41 01-12-2023



Đồng chí Nguyễn Mạnh Cường cùng các đại biểu tại lễ hội ẩm thực Chợ Lớn Food Story lần 1 năm 2023

(Thanhuytphcm.vn) - Chiều 1/12, tại Trung tâm Văn hóa Quận 5, UBND Quận 5 tổ chức lễ khai mạc lễ hội ẩm thực Chợ Lớn Food Story lần 1 năm 2023.

Đến dự có Thành ủy viên, Trưởng ban Dân vận Thành ủy TPHCM Nguyễn Mạnh Cường; Thành ủy viên, Phó Chủ tịch UBND TP Dương Anh Đức; Bí thư Quận ủy Huỳnh Ngọc Nữ Phương Hồng và gần 1.000 người dân đến tham quan, ăn uống.

Phát biểu tại lễ khai mạc, Phó Bí thư Quận ủy, Chủ tịch UBND Quận 5 Trương Minh Kiều cho biết, “Quận 5 tổ chức sự kiện lễ hội ẩm thực Chợ Lớn Food Story - lần 1 năm 2023 với chủ đề “Trải nghiệm món ngon Đằm tâm” - đây là một sự kiện nổi bật của Quận 5 vào dịp cuối năm để cùng hưởng ứng các hoạt động của Tuần lễ Du lịch TPHCM lần thứ 3 năm 2023, góp phần tạo nên hoạt động truyền thông về du lịch độc đáo, rộng rãi đến nhiều địa phương, làm phong phú hơn hoạt động kinh doanh trên địa bàn Quận.

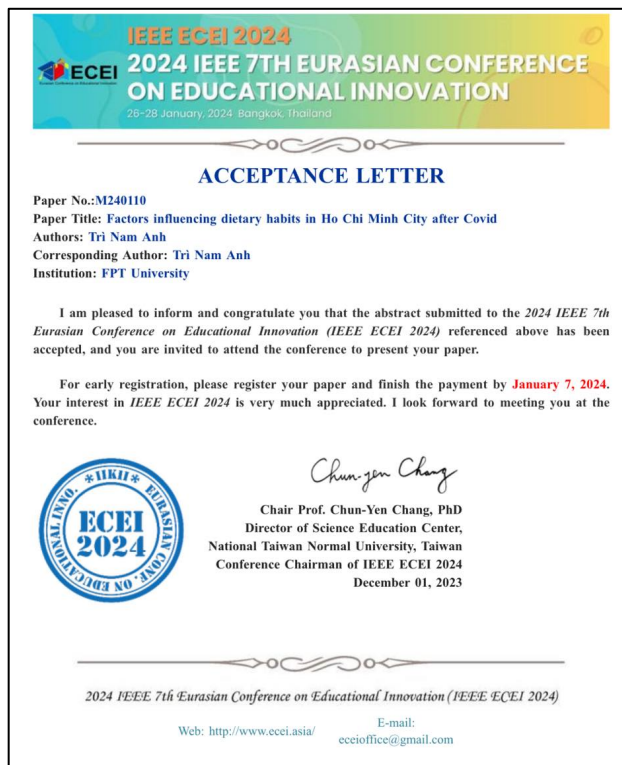
5.1.5. Academic achievement

For the academic aspect, during the research and development phase, we conducted both qualitative and quantitative studies. These researches were undertaken to establish a solid scientific background, ensuring that subsequent steps are guided by a robust foundation.

After the mentor's suggestion, the team decided to continue the research, and are planning to attend the 2024 IEEE 7th Eurasian Conference on Educational Innovation, which will be held in Bangkok (Thailand) on January 26-28, 2024. The abstract section of the team's research was accepted by the organizer on November 15, 2023. We are planning to continue the research paper after the capstone oral defense to align with the conference's deadline for full paper submission, which is January 15, 2024.

Figure 5.11

The acceptance letter of the IEEE-ECEI 2024's organizer for the team's abstract.



[Read the accepted abstract at [Appendix C](#)]

5.2. Limitations

5.2.1. Research and development

5.2.1.1. Survey limit on target audience

Despite the fact that much work has been put into this project, it still has certain limitations. Due to the group's funding constraints, the male sample was greater than the female sample when asking about dining out habits to establish the campaign's target audience, making it impossible to have more individuals engage in the study. As a result, the amount of samples obtained by gender has been unequal, making it difficult to determine the target audience in the early phases of the campaign.

5.2.1.2. Access to research resources

We collected information from earlier research papers relating to the topic to establish the foundation for our research areas. Despite the existence of research papers available online, certain reputable papers are inaccessible due to restrictions in online archives. The team has not encountered the circumstances necessary to obtain access.

5.2.2. Production

5.2.2.1. Resource management

Since this is the team's first project, data management still has a lot of room for improvement. In the third video, we encountered a serious case when the editor's computer was hacked, causing a lot of important data to be lost (including edited footage and editing project of the video). Because it was still quite subjective, the group did not backup the data on multiple devices, causing us to have to re-shooting the video one more time.

5.2.2.2. Editing and distributing

As a result of the editor's computer getting hacked, our TikTok channel also got unauthorized access from the hacker. They changed the channels' description, deleted the second video and uploaded scam videos about cryptocurrency, which violated TikTok's policy.

Fortunately, we regained access to the channel. The lost video has also been uploaded to Facebook, but we need a few days to evaluate and change the publish time of remaining videos on TikTok to make sure that the platform's algorithms are working normally.

5.2.3. *Evaluation on sentiment polarity*

Another challenge of this campaign is accurately measuring sentimental scores. The team has solved the majority of the issues in this. However, the group has not yet concluded whether the act of mentioning people (@username) in comments is positive or bad because it must be assessed in a variety of scenarios.

In other research papers relating to calculating the sentiment score on user comments, the mentioning phrase is usually removed by the processing stage. Overall, there is no paperwork or scientific proof to decide if it is beneficial or detrimental to mention other people's names on social networking platforms.

5.3. Recommendations

For the research stage, we will continue to improve and resolve limitations mentioned above, aiming to collect more sample size to enhance the accuracy of the result.

We also learned about storage and backup of the production resources. After the editor's computer and channel got hacked, we implemented a new process to backup resources, which is upload all resources (including Premiere Pro project) to cloud service, enabled two-factor authentication for our contact email (which is linked to the TikTok account), and changed

password to make sure that all access to the account need to be approved by the team manager. It's important for everyone to be cautious about clicking on suspicious links, sharing sensitive information, and regularly updating their account security settings to minimize the risk of unauthorized access and potential content loss.

The sentiment polarity was also not perfectly calculated. Comments with only mention people (@username) can't decide whether it is positive or negative because in our research, there is no paperwork to prove it. Therefore, the sentiment polarity on comments with only @username is the possible topic for any researcher interested in this field.

5.4. Future plan

Following the successful “Tới Thử Đi” campaign, we decided to continue the channel with more eateries not only in District 5, but also in another areas of Ho Chi Minh City such as District 1, Bình Thạnh District, etc.

As we got booking offers from many eateries and F&B brands, we will consider which to accept by the same selection process and criterias as previous videos. There are more aspects to consider and manage when receiving booking, such as the cast, price, contract, publish time, and possibly the video content. Therefore, we need to negotiate, build a plan and mobilize resources carefully to provide enough benefits to the booking customer.

Our first video from sponsored eatery is scheduled to be published in late December, 2023. Beside that, we accepted an offer from a drink brand to show their products on an eatery introduction video. For this customer, we need to consider the shooting angles, commission fee (as this brand sells products on TikTok Shop), and the drink itself to make sure that it is safe to drink when eating a specific dish in the video.

The Facebook fanpage continues as a supported platform, with the same content pillar and sponsored content (if have) to stay active with the audiences. If we have more resources, we will expand the channel to engage the audience with more informative, entertaining content.

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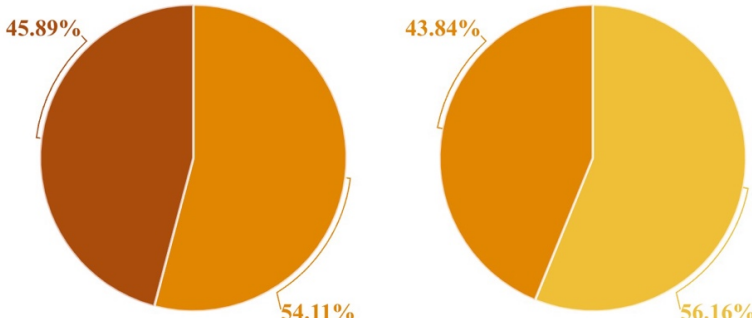
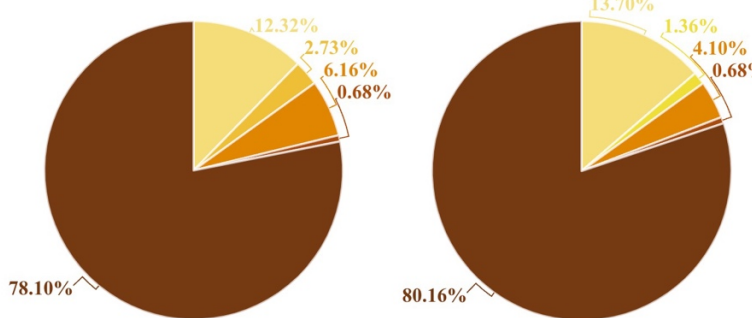
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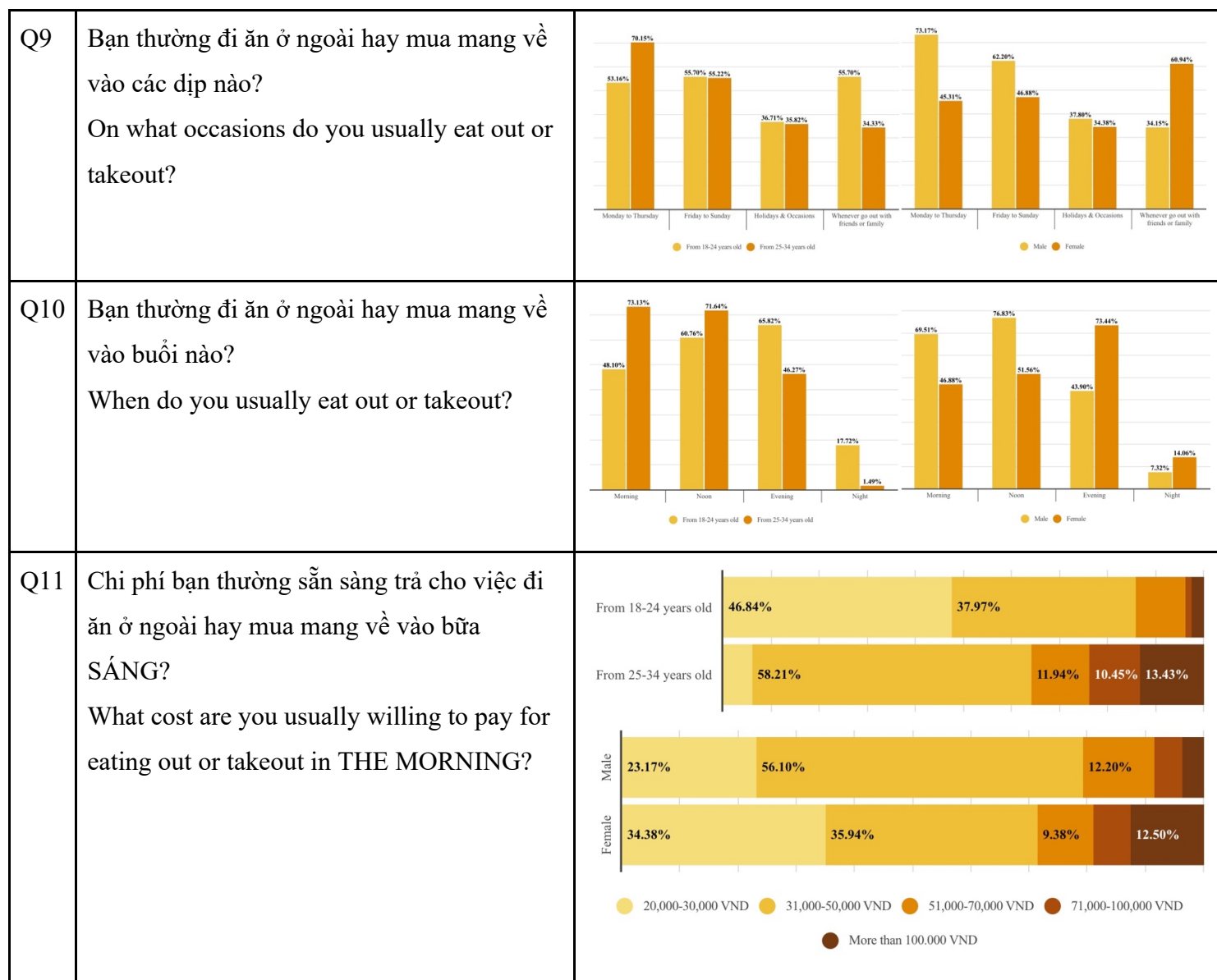
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Appendix A

Questionnaires of the survey for qualitative research.

No.	Question	Results
Q1	Tên của bạn là gì? What's your name?	Not an observed variable.
Q2	Giới tính của bạn là gì? What's your gender?	 <p> ■ 18-24 years old ■ 25-34 years old ■ Male ■ Female </p>
Q3	Bạn thuộc độ tuổi nào? What's your age?	
Q4	Bạn sống ở khu vực nào theo bản đồ này? According to this map, choose one specific area that you're living in.	 <p> ■ East ■ West ■ South ■ North ■ Central ■ East ■ West ■ South ■ North ■ Central </p>
Q5	Bạn học tập/làm việc ở khu vực nào theo bản đồ này? According to this map, choose one specific area that you're working or studying in.	

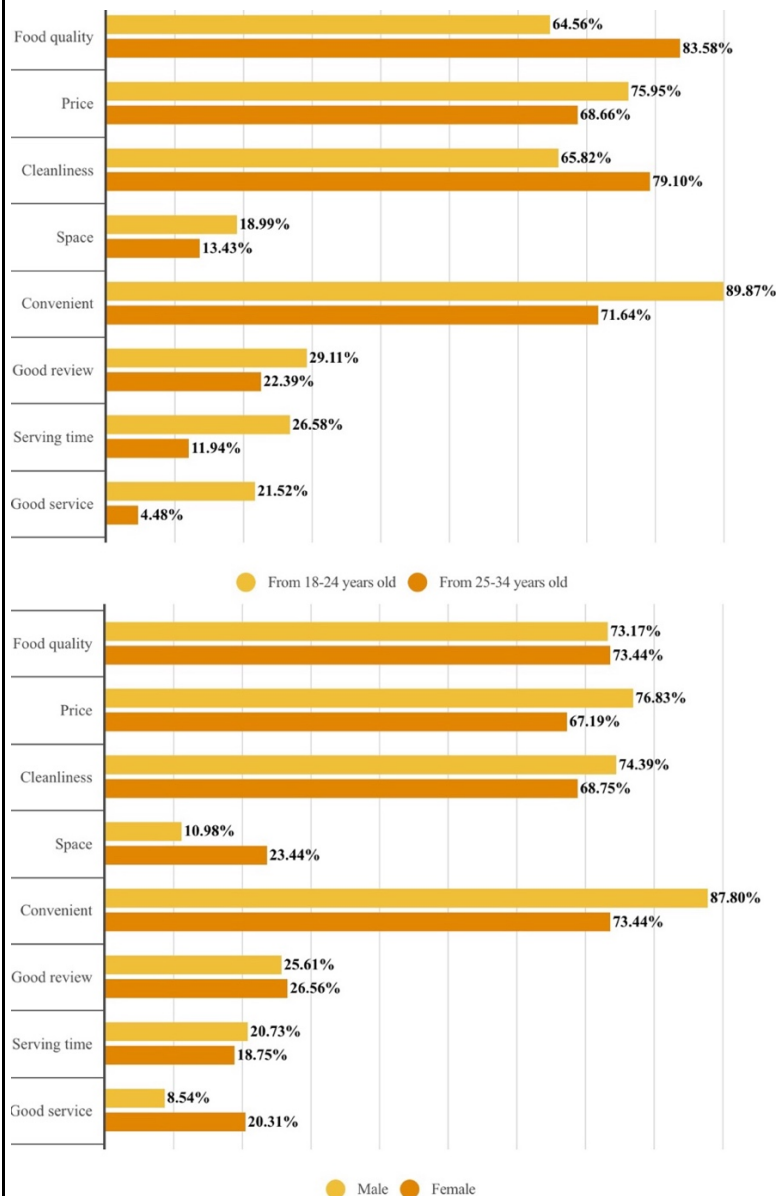
Q6	<div>Bạn thường đi ăn ở ngoài với ai?</div> <div>Who do you usually eat out with?</div>	<div><div><div>Alone</div><div><div></div><div>60.76%</div></div><div><div></div><div>58.21%</div></div></div><div><div>With friends</div><div><div></div><div>79.76%</div></div><div><div></div><div>62.69%</div></div></div><div><div>With colleagues</div><div><div></div><div>30.38%</div></div><div><div></div><div>40.30%</div></div></div><div><div>With family</div><div><div></div><div>41.77%</div></div><div><div></div><div>41.79%</div></div></div></div> <div><div></div><div>From 18-24 years old</div><div></div><div>From 25-34 years old</div></div>
Q7	<div>Bạn thường đi với nhóm bao nhiêu người?</div> <div>How many people do you usually eat out with?</div>	<div><div><div>1 or 2 people</div><div><div></div><div>78.05%</div></div><div><div></div><div>48.44%</div></div></div><div><div>3 or 4 people</div><div><div></div><div>76.83%</div></div><div><div></div><div>67.19%</div></div></div><div><div>5 people and above</div><div><div></div><div>12.20%</div></div><div><div></div><div>28.13%</div></div></div></div> <div><div></div><div>Male</div><div></div><div>Female</div></div>
Q8	<div>Tần suất đi ăn ở ngoài và mua mang về của bạn như thế nào?</div> <div>How often do you eat out or takeout?</div>	<div><div><div>From 18-24 years old</div><div><div></div><div>35.44%</div><div></div><div>29.11%</div><div></div><div>21.52%</div><div></div><div>13.92%</div></div></div><div><div>From 25-34 years old</div><div><div></div><div>43.28%</div><div></div><div>23.88%</div><div></div><div>25.37%</div><div></div><div></div></div></div></div> <div><div></div><div>At least one time per day</div><div></div><div>3-4 times per week</div><div></div><div>1-2 times per week</div><div></div><div>1-2 times per month</div></div>

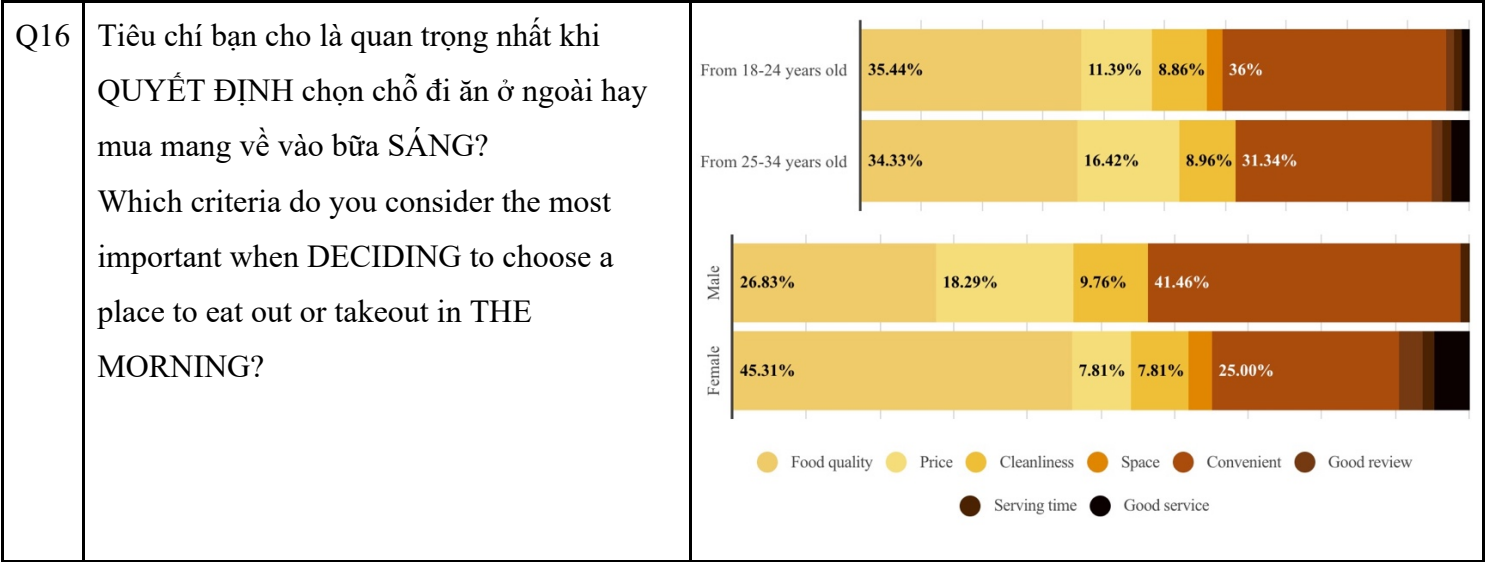


Q12	<p>Chi phí bạn thường sẵn sàng trả cho việc đi ăn ở ngoài hay mua mang về vào bữa TRƯA?</p> <p>What cost are you usually willing to pay for eating out or takeout at NOON?</p>	<table><tr><th>Group</th><th>20,000-30,000 VND</th><th>31,000-50,000 VND</th><th>51,000-70,000 VND</th><th>71,000-100,000 VND</th><th>More than 100,000 VND</th></tr><tr><td>From 18-24 years old</td><td>20.25%</td><td>54.43%</td><td>21%</td><td></td><td></td></tr><tr><td>From 25-34 years old</td><td>56.72%</td><td>13.43%</td><td>11.94%</td><td>16.42%</td><td></td></tr><tr><td>Male</td><td>10.98%</td><td>58.54%</td><td>18.29%</td><td>8.54%</td><td></td></tr><tr><td>Female</td><td>12.50%</td><td>51.56%</td><td>17.19%</td><td>12.50%</td><td></td></tr></table>	Group	20,000-30,000 VND	31,000-50,000 VND	51,000-70,000 VND	71,000-100,000 VND	More than 100,000 VND	From 18-24 years old	20.25%	54.43%	21%			From 25-34 years old	56.72%	13.43%	11.94%	16.42%		Male	10.98%	58.54%	18.29%	8.54%		Female	12.50%	51.56%	17.19%	12.50%	
Group	20,000-30,000 VND	31,000-50,000 VND	51,000-70,000 VND	71,000-100,000 VND	More than 100,000 VND																											
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Q13	<p>Chi phí bạn thường sẵn sàng trả cho việc đi ăn ở ngoài hay mua mang về vào bữa CHIỀU TỐI?</p> <p>What cost are you usually willing to pay for eating out or takeout in THE EVENING?</p>	<table><tr><th>Group</th><th>20,000-30,000 VND</th><th>31,000-50,000 VND</th><th>51,000-70,000 VND</th><th>71,000-100,000 VND</th><th>More than 100,000 VND</th></tr><tr><td>From 18-24 years old</td><td>11.39%</td><td>31.65%</td><td>35.44%</td><td>12.66%</td><td></td></tr><tr><td>From 25-34 years old</td><td>11.94%</td><td>29.85%</td><td>31.34%</td><td>25.37%</td><td></td></tr><tr><td>Male</td><td>25.61%</td><td>31.71%</td><td>26.83%</td><td>10.98%</td><td></td></tr><tr><td>Female</td><td>9.38%</td><td>18.75%</td><td>34.38%</td><td>14.06%</td><td>23.44%</td></tr></table>	Group	20,000-30,000 VND	31,000-50,000 VND	51,000-70,000 VND	71,000-100,000 VND	More than 100,000 VND	From 18-24 years old	11.39%	31.65%	35.44%	12.66%		From 25-34 years old	11.94%	29.85%	31.34%	25.37%		Male	25.61%	31.71%	26.83%	10.98%		Female	9.38%	18.75%	34.38%	14.06%	23.44%
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Male	25.61%	31.71%	26.83%	10.98%																												
Female	9.38%	18.75%	34.38%	14.06%	23.44%																											
Q14	<p>Bạn có thói quen chọn địa điểm ăn ở ngoài hay mua mang về như thế nào?</p> <p>How do you choose to eat out or takeout?</p>	<table><tr><th>Group</th><th>Familiar</th><th>On traffic route</th><th>Alternate between two options</th></tr><tr><td>From 18-24 years old</td><td>26.58%</td><td>65%</td><td></td></tr><tr><td>From 25-34 years old</td><td>11.94%</td><td>80.60%</td><td></td></tr><tr><td>Male</td><td>17.07%</td><td>79.27%</td><td></td></tr><tr><td>Female</td><td>23.44%</td><td>12.50%</td><td>64.06%</td></tr></table>	Group	Familiar	On traffic route	Alternate between two options	From 18-24 years old	26.58%	65%		From 25-34 years old	11.94%	80.60%		Male	17.07%	79.27%		Female	23.44%	12.50%	64.06%										
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Q15 Những tiêu chí bạn cho là quan trọng khi QUYẾT ĐỊNH chọn chỗ đi ăn ở ngoài hay mua mang về vào bữa SÁNG?

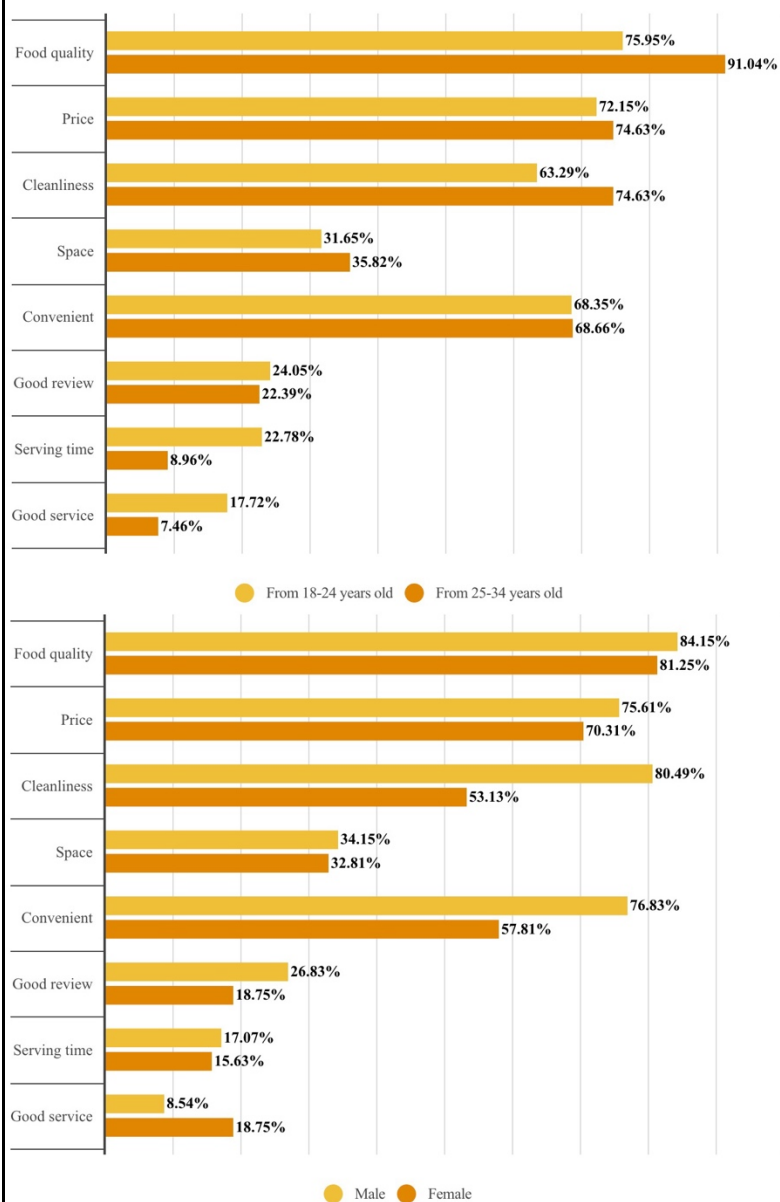
What criterias do you consider important when DECIDING to choose a place to eat out or takeout in THE MORNING?

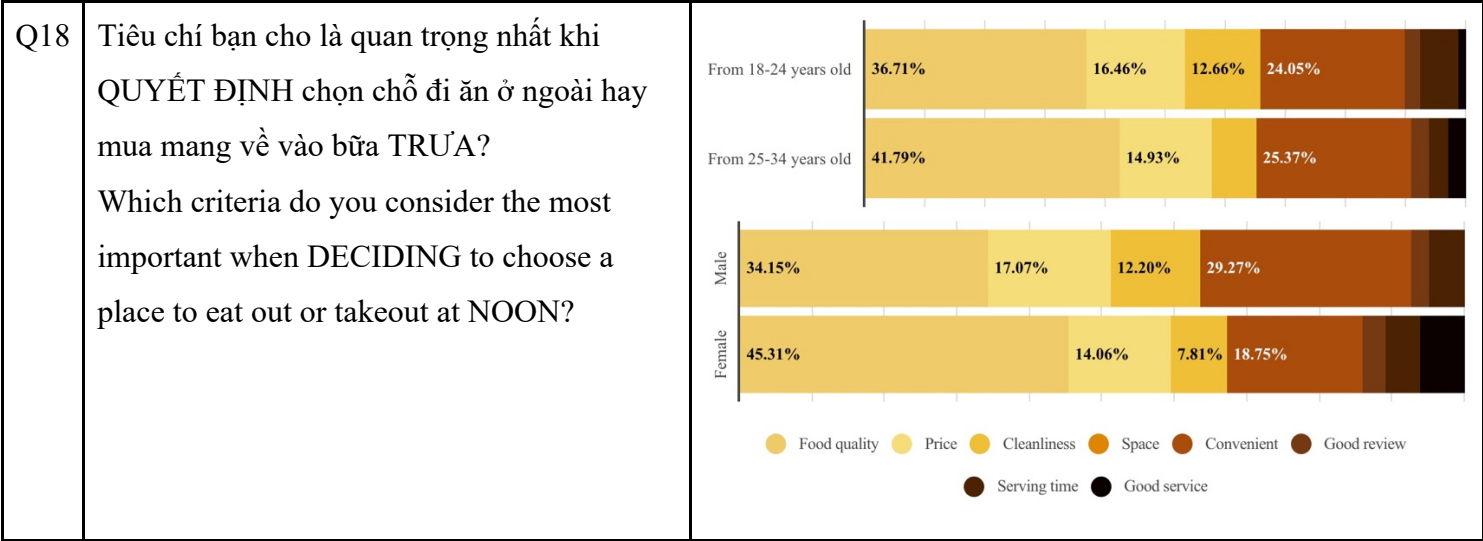




Q17 Những tiêu chí bạn cho là quan trọng khi QUYẾT ĐỊNH chọn chỗ đi ăn ở ngoài hay mua mang về vào bữa TRƯA?

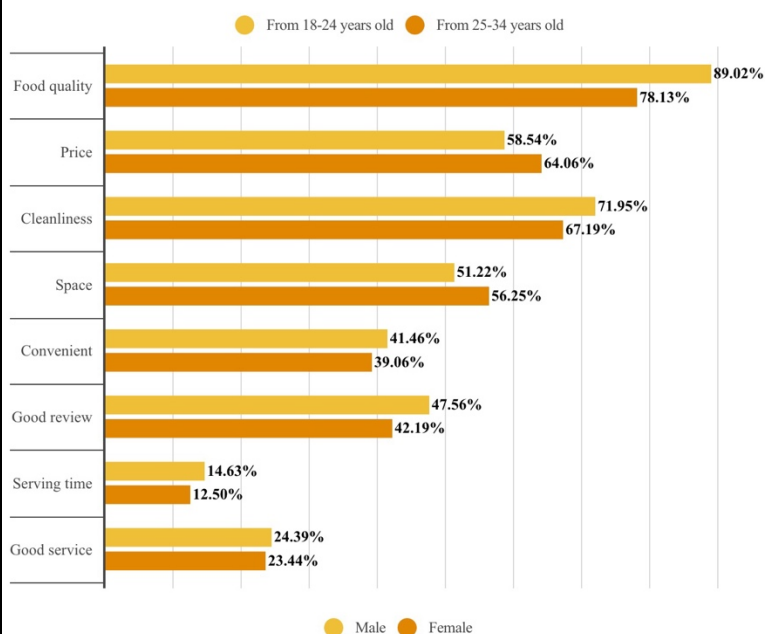
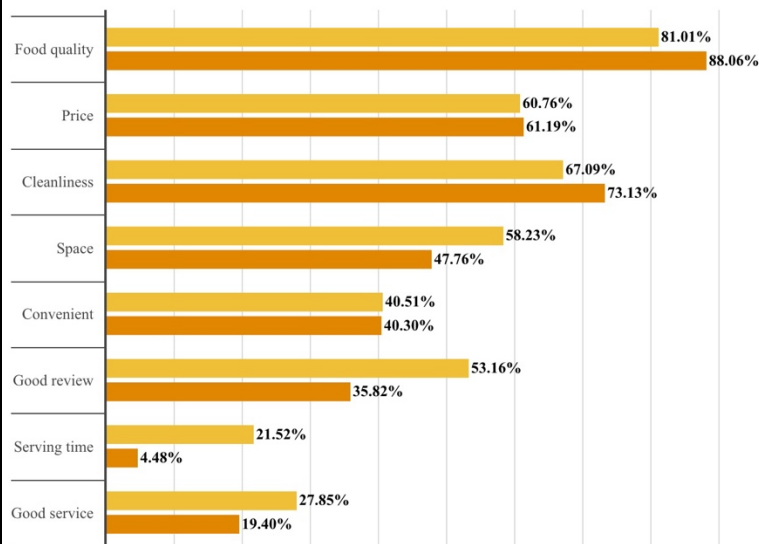
What criterias do you consider important when DECIDING to choose a place to eat out or takeout at NOON?





Q19 Những tiêu chí bạn cho là quan trọng khi QUYẾT ĐỊNH chọn chỗ đi ăn ở ngoài hay mua mang về vào bữa CHIỀU TỐI?

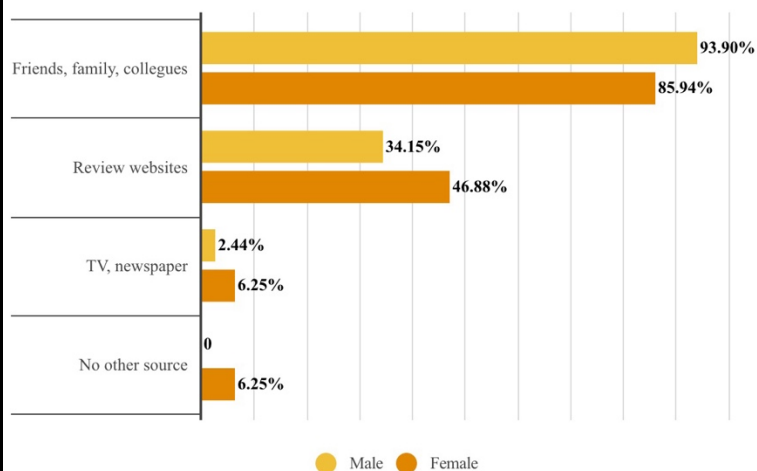
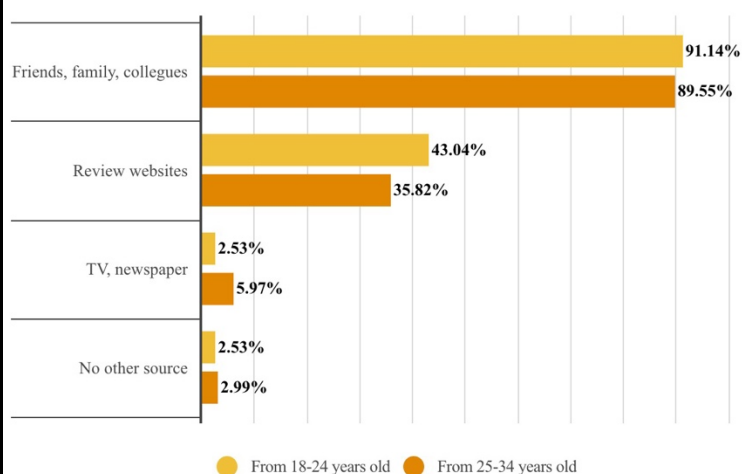
What criterias do you consider important when DECIDING to choose a place to eat out or takeout in THE MORNING?



Q20	<p>Tiêu chí bạn cho là quan trọng nhất khi QUYẾT ĐỊNH chọn chỗ đi ăn ở ngoài hay mua mang về vào bữa CHIỀU TỐI?</p> <p>Which criteria do you consider the most important when DECIDING to choose a place to eat out or takeout in the EVENING?</p>	<p>Stacked bar chart showing criteria for choosing a place to eat out or takeout in the evening. The criteria are: Food quality (yellow), Price (light yellow), Cleanliness (orange), Space (dark orange), Convenient (brown), Good review (dark brown), Serving time (black), and Good service (dark grey). The chart is categorized by age (From 18-24 years old, From 25-34 years old) and gender (Male, Female).</p> <table><thead><tr><th>Category</th><th>Food quality</th><th>Price</th><th>Cleanliness</th><th>Space</th><th>Convenient</th><th>Good review</th><th>Serving time</th><th>Good service</th></tr></thead><tbody><tr><td>From 18-24 years old</td><td>46.84%</td><td>11.39%</td><td>13.92%</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>From 25-34 years old</td><td>68.66%</td><td>16.42%</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Male</td><td>60.98%</td><td>13.41%</td><td>8.54%</td><td>8.54%</td><td></td><td></td><td></td><td></td></tr><tr><td>Female</td><td>51.56%</td><td>14.06%</td><td>10.94%</td><td></td><td></td><td></td><td></td><td></td></tr></tbody></table>	Category	Food quality	Price	Cleanliness	Space	Convenient	Good review	Serving time	Good service	From 18-24 years old	46.84%	11.39%	13.92%						From 25-34 years old	68.66%	16.42%							Male	60.98%	13.41%	8.54%	8.54%					Female	51.56%	14.06%	10.94%					
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Q21	<p>Bạn thường sử dụng nền tảng mạng xã hội nào để xem những nội dung review/giới thiệu hàng quán?</p> <p>Which social networking platform do you often use to watch eateries review/introduce content?</p>	<p>Horizontal bar chart showing social networking platforms used to watch eateries review/introduce content. The platforms are: Facebook/ Facebook Reels, TikTok, YouTube/YouTube Shorts, and Instagram. The chart is categorized by age (From 18-24 years old, From 25-34 years old) and gender (Male, Female).</p> <table><thead><tr><th>Platform</th><th>From 18-24 years old</th><th>From 25-34 years old</th></tr></thead><tbody><tr><td>Facebook/ Facebook Reels</td><td>68.35%</td><td>73.13%</td></tr><tr><td>TikTok</td><td>68.35%</td><td>71.64%</td></tr><tr><td>YouTube/YouTube Shorts</td><td>22.78%</td><td>7.46%</td></tr><tr><td>Instagram</td><td>29.11%</td><td>2.99%</td></tr></tbody></table> <table><thead><tr><th>Platform</th><th>Male</th><th>Female</th></tr></thead><tbody><tr><td>Facebook/ Facebook Reels</td><td>67.07%</td><td>75.00%</td></tr><tr><td>TikTok</td><td>78.05%</td><td>59.38%</td></tr><tr><td>YouTube/YouTube Shorts</td><td>14.63%</td><td>17.19%</td></tr><tr><td>Instagram</td><td>7.32%</td><td>29.69%</td></tr></tbody></table>	Platform	From 18-24 years old	From 25-34 years old	Facebook/ Facebook Reels	68.35%	73.13%	TikTok	68.35%	71.64%	YouTube/YouTube Shorts	22.78%	7.46%	Instagram	29.11%	2.99%	Platform	Male	Female	Facebook/ Facebook Reels	67.07%	75.00%	TikTok	78.05%	59.38%	YouTube/YouTube Shorts	14.63%	17.19%	Instagram	7.32%	29.69%															
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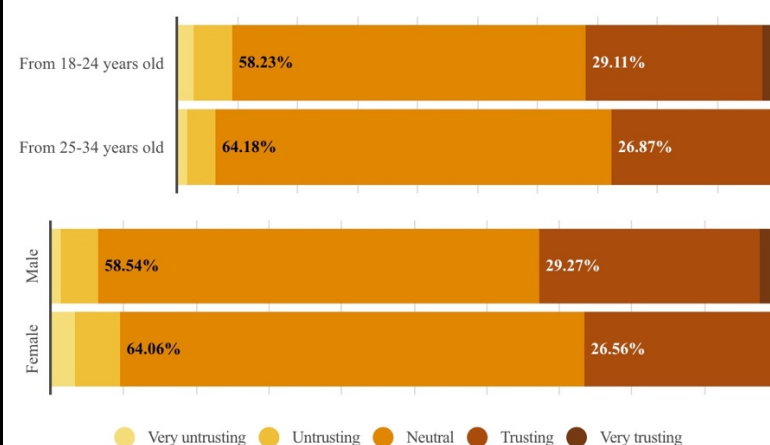
Q22 Ngoài mạng xã hội, bạn thường tham khảo thêm thông tin về hàng quán từ các nguồn nào?

Besides social networks, which sources do you often get more information about eateries from?



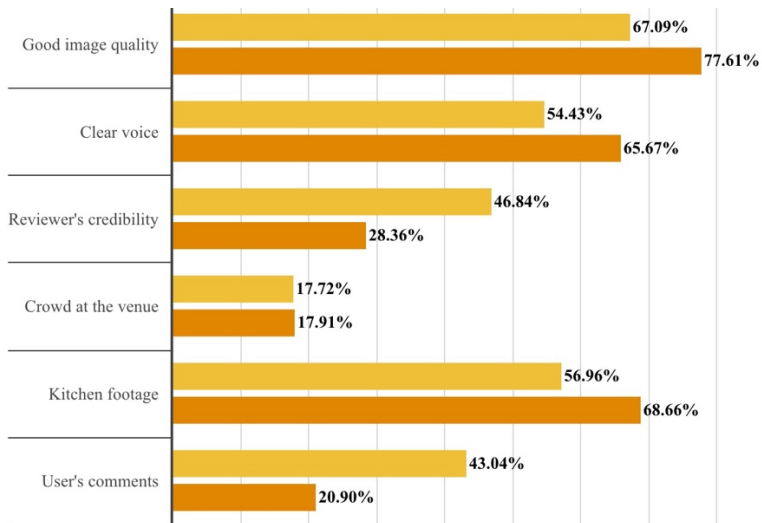
Q23 Xét tổng thể, bạn tin tưởng vào các thông điệp hay nội dung food reviewer TikTok truyền tải ở mức độ nào?

Overall, how do you trust the messages or content provided by TikTok food reviewers?

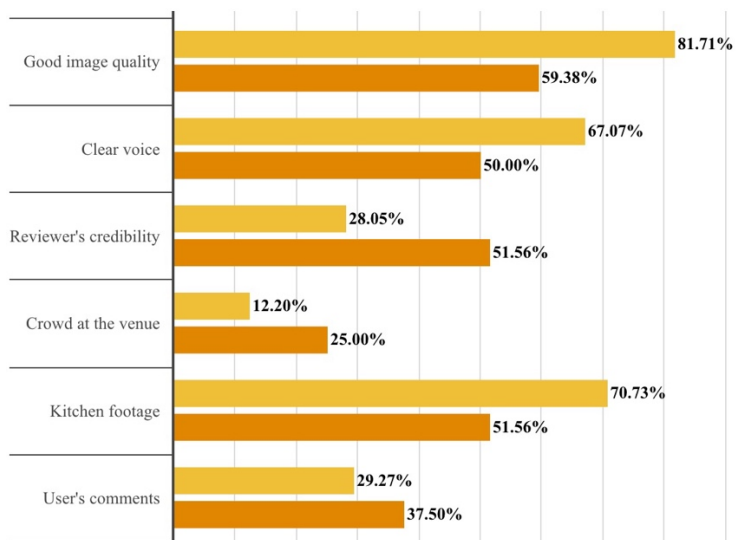


Q24 Những tiêu chí đánh giá nào quan trọng khiến bạn tin tưởng vào thông điệp hay nội dung trong video bạn xem review/giới thiệu ẩm thực trên TikTok?

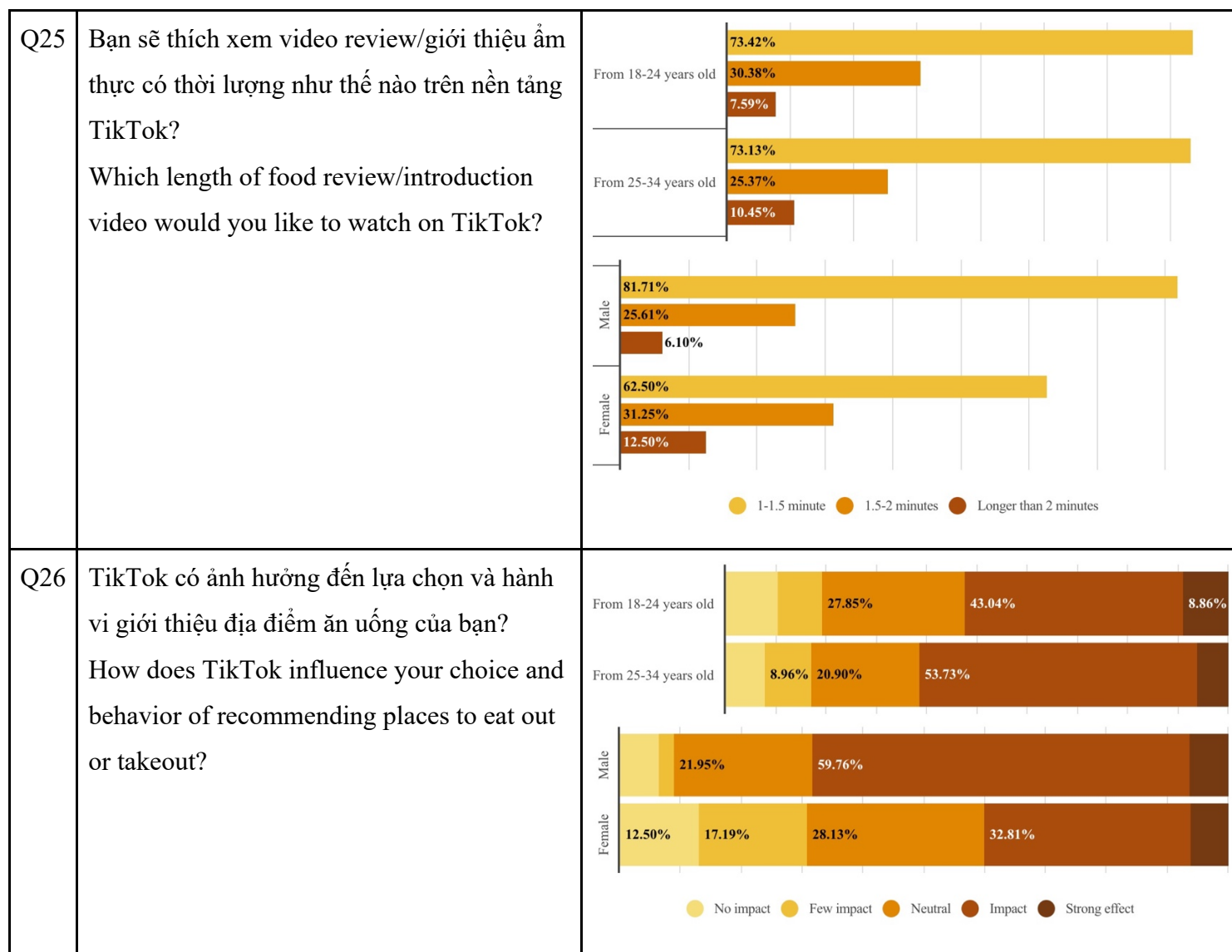
Which criteria are important to make you trust the message or content in the food review videos that you watch on TikTok?



● From 18-24 years old ● From 25-34 years old



● Male ● Female



[Back to previous sections:

[The target audience's behaviors -> Survey results and key findings](#)

[The selection of main platform and supported platform -> Survey results and key findings\]](#)

Appendix B1

Interview transcript #1

Interviewer: Tri Nam Anh

Interviewee: Student at Ho Chi Minh City Medicine and Pharmacy University.

Interview Setting: The interview took place on Google Meet, at 10 am September 16.

Affiliation with interviewee: Long-time friend.

Transcript (in Vietnamese):

Interviewer: Chào bạn, mình rất cảm ơn vì bạn đã có mặt tại buổi phỏng vấn ngày hôm nay. Như mình đã đề cập trong tờ consent form trước đó, buổi phỏng vấn này sẽ được ghi âm lại để phục vụ cho mục đích nghiên cứu. Bạn sẽ nhận được một bản transcript cho buổi phỏng vấn này để có thể kiểm chứng lại các thông tin trên đó. Bạn có thắc mắc gì trước khi chúng ta bắt đầu buổi phỏng vấn không?

Interviewee: Mình ok nha, bạn có thể bắt đầu phỏng vấn á.

Interviewer: Bạn giới thiệu sơ về bản thân kiểu đang sống đâu, học đâu, có đi làm hay đang thực tập không?

Interviewee: Mình hiện tại vẫn đang học ở đại học y dược, lâu lâu có đi trực đêm ở bv đại học y dược. Hiện tại mình vẫn sống với ba mẹ ở Q.8

Interviewer: Mình thấy bạn có đánh sáng và trưa là hay đi ăn ở ngoài/mua mang về á, chủ yếu là do bạn không có thời gian hay sao?

Interviewee: Ừ thì kiểu sáng đi học sớm ấy, cũng tùy ngày có ngày mình đi xe máy của mình, có ngày mình bắt xe bus đi nên gần như không có thời gian mà làm bữa sáng. ngày nào mình đi xe máy thì chỗ nào tiện đường thì ghé vô, mấy bữa gấp quá là mình thường mua ổ bánh

mì rồi chạy tới trường vào lớp rồi mới ăn. Trưa thì tùy buổi. Tối thì mình về nhà ăn cơm vs ba má .

Interviewer: Là có ngày bạn trưa là ăn ở nhà, có ngày trưa là bạn đi ăn ngoài hả?

Interviewee: Bữa nào mà học sáng tới chiều là mình ăn trưa ở gần trường luôn, còn bữa nào học sáng không thôi thì mình về nhà ăn cơm.

Interviewer: Thường thì các trường sẽ có có canteen ấy. Vậy bạn thấy ở trường buổi trưa thì đa số sinh viên chọn đi ăn ở canteen hay đi ăn ở bên ngoài.

Interviewee: mình thì thấy tụi nó ra ngoài ăn nhiều hơn là ăn tại canteen trường, mình là thường đi ra ngoài ăn á vì đồ ngon hơn, đa dạng hơn.

Interviewer: Vậy thường thói quen đi ăn ngoài của bạn là như thế nào ấy? Bạn có thể chia sẻ việc đó giúp mình được không?

Interviewee: Bữa nào đi xe thì mình sẵn sàng đi ăn chỗ tuốt Q.6 luôn á, chợ bình tây á, mà bữa nào đi xe bus thì mình kiếm chỗ gần, mà nhiều khi thằng bạn nó có xe chở mình đi á nên cũng ko khó khăn lắm.

Interviewer: Mình thấy bạn cái tiêu chí ăn sáng ăn trưa bạn có đánh vô ô "chất lượng món ăn", "giá cả", "hàng quán sạch sẽ" và "thuận tiện, thuận đường". Vậy bạn giải thích những lựa chọn này của bạn không?

Interviewee: Kiểu mình muốn chỗ nào ăn hợp khẩu vị, hợp túi tiền mình, ăn vô không bị tào tháo rượt và kiểu nó... tiện cho mình á, tức là tiết kiệm thời gian nè, rồi à kiểu mình cũng không có tràn trề năng lượng tới mức đi này đi nọ vào buổi trưa đâu, kiểu kiểu vậy.

Interviewer: Trong câu hỏi “Xét tổng thể, bạn tin tưởng vào các thông điệp hay nội dung food reviewer TikTok truyền tải ở mức độ nào?” thì mình thấy bạn có chọn đáp án là trung lập ấy, tại sao bạn lại chọn đáp án đó ấy?

Interviewee: Mình thì thường sẽ chỉ ăn ở những quán quen của mình là chủ yếu. Khi coi những clip review trên Tik Tok đó thì thường mình sẽ không tin tưởng ngay. Biết đâu đó là bài quảng cáo từ quán thì sao. Với thường khi xem những clip đó thì mình cũng hay coi dưới phần comment xem mọi người nói gì nữa ấy. Với thường việc mình tin tưởng vào những clip review quán ăn đó hay không cũng có phần phụ thuộc vào giá cả của các quán ăn đó nữa. Nếu như giá cao thì mình cũng khó để tin tưởng được các clip đó do budget của mình cũng không nhiều nên nếu bỏ tiền ra thì mình vẫn muốn chắc chắn những quán ăn đó hợp với khẩu vị của mình.

Interviewer: Vậy bạn có đồng ý rằng Tik Tok có ảnh hưởng đến lựa chọn và hành vi giới thiệu địa điểm ăn uống của bạn đúng không ạ?

Interviewee: Mình khá đồng ý với ý kiến này ấy. Dù có đôi lúc những review trên Tik Tok không đúng với thực tế lắm nhưng nói chung là trải nghiệm ăn uống của mình cũng phong phú hơn là nhờ nó ấy. Mình chỉ cần coi và có chọn lọc hơn thì không đến nỗi nào đâu.

Interviewer: Cảm ơn vì những chia sẻ của bạn. Bạn còn muốn chia sẻ gì nữa không ạ?

Interviewee: Mình nghĩ là nhiều đó thôi ấy.

Interviewer: Mình cảm ơn bạn rất nhiều vì đã chia sẻ ý kiến của mình về vấn đề này nha. Những chia sẻ của bạn sẽ là nguồn thông tin vô cùng quý báu cho bài nghiên cứu của nhóm mình. Bản ghi chép về cuộc phỏng vấn này sẽ được gửi đến cho bạn trong vài ngày nữa nhé. Một lần nữa thì mình xin cảm ơn bạn rất nhiều vì đã có mặt trong buổi phỏng vấn ngày hôm nay.

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Appendix B2

Interview transcript #2

Interviewer: Tri Nam Anh

Interviewee: Freelancer.

Interview Setting: The interview took place on Google Meet, at 10 am September 17.

Affiliation with interviewee: Long-time friend.

Transcript (in Vietnamese):

Interviewer: Chào bạn, mình rất cảm ơn vì bạn đã có mặt tại buổi phỏng vấn ngày hôm nay. Như mình đã đề cập trong tờ consent form trước đó, buổi phỏng vấn này sẽ được ghi âm lại để phục vụ cho mục đích nghiên cứu. Bạn sẽ nhận được một bản transcript cho buổi phỏng vấn này để có thể kiểm chứng lại các thông tin trên đó. Bạn có thắc mắc gì trước khi chúng ta bắt đầu buổi phỏng vấn không?

Interviewee: Bạn cứ bắt đầu đi nha.

Interviewer: Bạn giới thiệu sơ về bản thân kiểu đang sống đâu, học đâu, có đi làm hay đang thực tập không?

Interviewee: Mình sống với gia đình ở Tân Bình, đường Đất Thánh gần đường Bắc Hải giáp với Q.10. Công việc hiện tại của mình không cố định thời gian. Mình có hỗ trợ và làm host cho các buổi stream bán hàng đồng thời mình cũng build máy tính freelance.

Interviewer: Bạn làm việc ở 2 nơi khác nhau luôn hả?

Interviewee: Mình làm tại nhà hết luôn, khi stream thì mình chỉ ngồi 1 chỗ trước camera trong phòng mình thôi.

Interviewer: Bạn sống và làm việc ở nhà luôn, vậy bạn có ít khi ra ngoài ăn nhí?

Interviewee: Trưa thì mình ăn ở nhà vì nhà có nấu cơm. Nhưng sáng nhà mình không có làm bữa sáng, mình ai tự nấu ăn, mình thì chạy ra mấy chỗ ăn sáng ruột của mình hoặc order. Có khi mình dậy lúc 9-10h sáng thì bỏ bữa sáng luôn, trưa ăn bù tại mình cũng đôi khi stream tới tối khuya. Tối thì ngày thường nhà mình nấu cơm, cuối tuần cả nhà đi ra ngoài ăn.

Interviewer: Mình đại khái nắm được tần suất đi ăn ở ngoài của bạn rồi. Mình muốn hỏi thêm về các tiêu chí bạn chọn chỗ ăn ngoài vào bữa sáng của bạn á, không tính lúc order app nha, bạn có thể trả lời thêm tại sao bạn chọn các tiêu chí "Chất lượng món ăn, giá cả, hàng quán sạch sẽ, thuận tiện thuận đường" không?

Interviewee: Vì mình thời gian làm việc nó không cố định nên mình đi những quán mình thấy ngon, đáng tiền nhưng đừng có xa quá, cỡ từ nhà mình tới sân phú thọ thôi. Ăn không bị đau bụng là đủ sạch với mình rồi. Thì nói chung nó cũng dựa vào số tiền bỏ ra, tức là ví dụ mình thích ăn bún bò, thì chỗ bán 80k 1 tô mình sẽ đòi hỏi nhiều hơn chỗ bán 40k 1 tô, ngon hơn, nhiều hơn, không gian ngồi ăn chảnh hơn các thứ.

Interviewer: Vậy tối cuối tuần thì bạn đi ăn vs gia đình thì thường cả nhà có những tiêu chí chọn quán ra sao á?

Interviewee: Thường nhà anh đi nhà hàng, đi cái nào nó chất lượng chẳng hạn như có đồ ăn ngon, không gian ngồi nó thoải mái, phục vụ tốt, nói chung phải xứng đáng với giá tiền.

Interviewer: Bạn có tham khảo những nhà hàng, hàng quán từ TikTok khi lựa chỗ đi ăn ngoài không?

Interviewee: Có chứ, mình có ông anh, 2 anh em cùng lựa, coi thấy nào mà ok thì cho lưu lại, có dịp thì đi.

Interviewer: Đó là chỉ lúc đi kiếm quán ăn với gia đình hay những dịp khác luôn?

Interviewee: Dịp khác luôn chứ, đi ăn với bạn, đi ăn một mình còn có.

Interviewer: Mà bạn thấy những video review giới thiệu ẩm thực trên TikTok như thế nào?

Interviewee: Theo mình biết thì ý kiến của bạn là trung lập nhưng bạn có thể nói thêm nó mức nào á? Mình không quan tâm tụi food reviewer nói gì, đúng hơn là mình không tin mấy cái cảm nhận cá nhân hay khẩu vị, vì cá nhân mỗi người mỗi khác, có khi họ còn nhận booking chứ đâu thật sự thấy ngon. Nói chung cho mình biết địa chỉ, bán gì, món nó nhìn như thế nào rồi cái menu. Mình tự quyết định có đi thử hay không rồi xác nhận nó có ngon hay không.

Interviewer: Cảm ơn vì những chia sẻ của bạn. Bạn còn muốn chia sẻ gì nữa không ạ?

Interviewee: Chắc nhiều đó là hết rồi đó bạn.

Interviewer: Mình cảm ơn bạn rất nhiều vì đã chia sẻ ý kiến của mình về vấn đề này nha. Những chia sẻ của bạn sẽ là nguồn thông tin vô cùng quý báu cho bài nghiên cứu của nhóm mình. Bản ghi chép về cuộc phỏng vấn này sẽ được gửi đến cho bạn trong vài ngày nữa nhé. Một lần nữa thì mình xin cảm ơn bạn rất nhiều vì đã có mặt trong buổi phỏng vấn ngày hôm nay.

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Appendix B3

Interview transcript #3

Interviewer: Tri Nam Anh

Interviewee: Seller at an electronic store.

Interview Setting: The interview took place on Google Meet, at 10 am September 19.

Affiliation with interviewee: Long-time friend.

Transcript (in Vietnamese):

Interviewer: Chào bạn, mình rất cảm ơn vì bạn đã có mặt tại buổi phỏng vấn ngày hôm nay. Như mình đã đề cập trong tờ consent form trước đó, buổi phỏng vấn này sẽ được ghi âm lại để phục vụ cho mục đích nghiên cứu. Bạn sẽ nhận được một bản transcript cho buổi phỏng vấn này để có thể kiểm chứng lại các thông tin trên đó. Bạn có thắc mắc gì trước khi chúng ta bắt đầu buổi phỏng vấn không?

Interviewee: Ok nha bạn.

Interviewer: Bạn giới thiệu sơ về bản thân kiểu đang sống đâu, học đâu, có đi làm hay đang thực tập không?

Interviewee: Mình sống ở Q.10 và làm việc ở quận Bình Thạnh. Công việc của mình là nhân viên bán hàng ở cửa hàng điện máy.

Interviewer: Mình thấy bạn hằng ngày đều có đi ăn ở ngoài hay mua mang về, bạn không có thời gian để nấu ăn hay sao?

Interviewee: Không có thời gian vào bữa sáng thì đúng, còn trưa thì mình đi làm thì đâu có rảnh về nhà, mua đồ xung quanh chỗ làm thôi.

Interviewer: Còn bữa tối thì sao?

Interviewee: Tối thì mình về nhà nấu ăn, nói chung cũng mấy món nhanh gọn lẹ thôi, lâu lâu trên đường về thì ghé vô tiệm ăn hoặc có bạn bè rủ đi chơi thì mới không ăn tối ở nhà.

Interviewer: Mình biết được rằng vào bữa sáng. Bạn quan trọng nhất yếu tố thuận tiện theo cùng là "chất lượng món ăn", "giá cả", "hàng quán sạch sẽ", bạn có thể chia sẻ lý do bạn chọn những tiêu chí này?

Interviewee: Thì sáng đi làm mình không có thời gian để mà đi tận hưởng ẩm thực, trễ giờ làm đâu có được, nên xung quanh gần nhà mình có gì thì mình ăn nấy hoặc bữa nào không thích thì sáng gần chỗ làm cũng có người bán đồ ăn sáng. Cái chính là nhanh gọn lẹ để mình đi làm đúng giờ. Còn chất lượng với giá cả thì đúng hơn là cái khẩu phần có xứng với giá tiền không, mình đã ăn thì phải ăn no. "Hàng quán sạch sẽ" thì nói chung mình ăn vô không bị đau bụng là được rồi chứ không có gì cao siêu cả.

Interviewer: Trưa bạn cũng vậy luôn hay sao? Vì mình thấy bạn đánh y chang luôn.

Interviewee: Không hẳn, vì mình có yêu cầu cao hơn về chất lượng món ăn, kiểu mình muốn ăn ngon luôn chứ không phải ăn bỏ bụng chống đói cho xong giống sáng. Trưa thì mình được nghỉ 1 tiếng rưỡi nên mình sẽ thoải mái hơn, bớt gấp gáp hơn buổi sáng cho nên mình đi ăn mấy chỗ mình biết bán đồ ngon, tất nhiên là phải gần chỗ làm.

Interviewer: Mình hiểu rồi, mà mấy dịp bạn có ăn tối ở ngoài thì bạn có lựa quán giống bữa trưa không?

Interviewee: Lúc có lúc không, nếu chỉ tính lúc đi chơi thì thường đi chơi trước rồi ăn gì tính sau, còn mấy lúc tan làm về nhà thì mình tiện ngoài đường lái xe thì đi ăn mấy chỗ xa xúu cũng được. Với lại mình có coi ba cái review quán ăn trên tiktok nên cũng có đi thử mấy quán mà mình tò mò, lâu lâu lòi ra được mấy quán xịn sò lắm chứ.

Interviewer: Cảm ơn vì những chia sẻ của bạn. Bạn còn muốn chia sẻ gì nữa không ạ?

Interviewee: Những gì cần nói mình nói hết rồi á.

Interviewer: Mình cảm ơn bạn rất nhiều vì đã chia sẻ ý kiến của mình về vấn đề này nha. Những chia sẻ của bạn sẽ là nguồn thông tin vô cùng quý báu cho bài nghiên cứu của nhóm mình. Bản ghi chép về cuộc phỏng vấn này sẽ được gửi đến cho bạn trong vài ngày nữa nhé. Một lần nữa thì mình xin cảm ơn bạn rất nhiều vì đã có mặt trong buổi phỏng vấn ngày hôm nay.

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Appendix C

Abstract of the research paper to attend the IEEE-ECEI 2024 conference

Title: Factors influencing dietary habits in Ho Chi Minh City after Covid

Abstract:

Four waves of the Covid-19 outbreak have had a significant impact on consumer behavior in Vietnam, especially the strong increase in consumer demand for natural and environment-friendly foods and those with health benefits after the pandemic. At the same time, Ho Chi Minh City is making attempts to identify new and distinctive tourism goods to attract travelers, with developing culinary tourism being one of the city's tourism industry's major priorities. This study was carried out to better understand the changes in eating habits of Vietnamese people in Ho Chi Minh City in order to determine the best and most sustainable growth path for the F&B business in Ho Chi Minh City in particular and Vietnam in general.

The study involved a survey with 385 participants and in-depth interviews to comprehend the changes in eating habits that have occurred since the outbreak and the causes for those changes. Furthermore, the study investigates the pandemic's influence on Vietnamese eating habits. The results indicated that they adjusted their eating habits to be healthier in order to boost their resistance owing to the fear of getting Covid again. The study also throws light on the need for transformation in the Ho Chi Minh City F&B business. The findings indicate that considerable adjustments in restaurant standards, as well as the development of healthier foods that are consistent with current eating preferences, are required.

Overall, this study underlines the significance of shifting the growth direction of the F&B business in Ho Chi Minh City, as well as the need to encourage the F&B industry towards

sustainability via tasty cuisine that meets food hygiene and safety requirements and is beneficial for health. This study also gives important information on changes in Vietnamese cuisine trends in Ho Chi Minh City and the reforms required for the F&B business here, making it one of the most practical contributions to Ho Chi Minh City's culinary tourist policy.

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