



Artemisia Culture in Modern Translation and ASEAN Adaptability: A Systematic Study Based on Cultural Connotation, Medicinal Value and Culinary Development

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SUMMARY: *In the era of health globalisation and the "going out" of Chinese culture after the pandemic, people around the world are more health-conscious, the health industry is rapidly developing, and the idea of herbal health has gained attention; it is now recognized as a new source of industrial competition with global prospects. Artemisia argyi is a typical representative of traditional Chinese medicinal culture and is also abundant in folk culture, food preservation, economy and ecology. However, at present, its communication in the ASEAN market is still lacking in accessible, fashionable and internationalized expressions, and its cultural connotations have not been effectively converted into new consumer trends. Based on quantitative surveys and qualitative analyses, this paper conducts systematic empirical studies in five ASEAN countries to build a three-dimensional "culture-industry-compliance" adaptation model. Based on the above data, the ASEAN region has a relatively high general awareness of *Artemisia argyi* and an active demand for it as a food additive. The four reasons for the current limited acceptance of Halal products in China are listed below. Therefore, the four types of innovation translation pathways proposed in this paper are: reconstruction of cultural value, product innovation and upgrading, compliance of the industrial chain, and omni-channel communication. Hopefully, the research will offer theoretical support and practical strategies for promoting the cultivation of Artemisia argyi abroad and the internationalisation of the functional food industry.*

KEYWORDS: *Artemisia argyi; Cultural Translation; ASEAN; Cross-Cultural Communication; Functional Food*

1 Introduction

1.1 Research Background

With the development of the world in recent years, after the SARS epidemic, many people have been more aware of health and are thus more inclined to use natural, safe and functional products. The health ideas of "herbal wellness" and "medicinal and food homology" have been widely accepted, leading to a period of rapid growth in the functional food industry. DRIResearch has reported that the global functional food market is on the rise at present, and it is expected to reach approximately 1.08861 trillion yuan in 2024 and around 1.46091 trillion yuan by 2030; therefore, it will have a compound annual growth rate (CAGR) of about 5.02% from 2024 to 2030 [1]. At the same time, China is actively promoting the creative

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transformation and innovative development of its excellent traditional culture and expanding its industries around the world. The "14th Five-Year Plan for Cultural Development" explicitly requests that creative transformation and innovative development of China's excellent traditional culture be promoted. *Artemisia argyi* is an Asteraceae plant that has been used widely in China for over two thousand years. It is a well-known traditional Chinese medicine that is used to treat various diseases, such as colds and coughs, arthritis and menstrual disorders; due to its antibacterial, antiviral, anti-inflammatory and antioxidant pharmacological properties, it has gained popular attention recently and is also a treasure of Chinese culture, with rich folk culture, food preservation techniques, economy and ecology. It has some specific Chinese cultural features. In China, the *Artemisia argyi* industry has formed an all-encompassing industrial chain that covers cultivation, processing, medical applications, cultural tourism and food, etc. However, its scope of foreign impact is relatively small. In the ASEAN region, most of the *Artemisia argyi*-related products are concentrated among ethnic Chinese communities and are often in traditional forms, such as moxibustion sticks and Dragon Boat Festival sachets. There is a serious lack of modern, popular products for non-Chinese people, and as a result, the soft power diffusion and industrial value of Chinese culture abroad are greatly hindered.

With a population of 685 million, ASEAN is China's first and largest trading bloc in the region, and it has rich cultures, many religions, and a large number of different people. Malaysia, Indonesia, Brunei and Singapore have relatively large Muslim populations that require Halal certification to be met strictly, whereas Thailand and Vietnam are more influenced by traditional medicine and show a higher acceptance rate for natural herbs. The above changes are both opportunities and problems for the current adaptation of *Artemisia argyi* culture in ASEAN.

1.2 Research Content and Innovations

Based on cross-cultural communication and industrial integration, and by systematically inducing and analysing data, this paper evaluates the current situation of awareness, acceptance and promotion of *Artemisia argyi* culture in the ASEAN region. The main new ideas are as follows:

Innovation in the Research Perspective: This paper integrates the "symbolic translation" of *Artemisia argyi* culture with the "commercial realisation" of functional cuisine to build a three-level analysis system of "cultural translation - functional narrative - local adaptation". It has effectively created a closed loop for converting cultural values into industrial applications and promoted the transformation of traditional dietary culture from a local practice into an international health discourse [3-5].

Research Method Innovation: Interdisciplinary exploration of culture and marketing in China's cross-border e-commerce. Based on a large-sample survey in the five ASEAN countries, this study will analyze consumption differences among various groups of nationalities, ethnicities and religions at a national level and develop new promotion paths to connect academic research with industrial upgrading and market practice.

Innovation in Practical Strategies: A sustainable promotion model has been explored for the "Four-in-One" collaborative system, which includes "Culture, Product, Compliance, and Channels". This forms an integrated innovation system guided by the government, driven by enterprises, empowered by culture, supported by technology, and operated through market mechanisms. It has also solved the two problems of Halal certification and flavour adaptation to build a feasible model for going abroad and provide a reference for others.

2 Theoretical Basis and Research Framework

To ensure the cultural richness and technical feasibility of the research on the dissemination of Artemisia argyi culture in ASEAN, this paper takes cross-cultural communication theory as the macro-level context and applies cultural translation theory as the operational pathway to explore new ways of transforming Artemisia argyi into functional cuisine that is in line with the cognitive habits of ASEAN audiences. In the interest of avoiding risk, the Halal food standards of the ASEAN countries will also be considered. The research framework of this paper can be summarized as follows: cross-cultural dissemination of Artemisia argyi culture, localised adaptation, and localisation of products [6, 7].

2.1 Core Theories

Cultural translation theory and cross-cultural communication theory are the main theories in this paper. Although both offer methodological support for cross-cultural communication, they do so differently. The former is a set of micro-tools for promoting the development of Artemisia argyi in ASEAN countries, and the latter is a general direction. The standard for international Halal food requires compliance and market access before it can be exported to Muslim-majority countries in ASEAN [8-12].

Edward T. Hall's first idea for cross-cultural communication was proposed. Hall, in his 1959 work 'The Silent Language', also put forward the theory of high-context and low-context cultures. He pointed out that most ASEAN countries (such as Thailand and Japan) are high-context cultures, and thus rely on non-verbal symbols and emotional resonance [13-18]. In 2015, Sun Yingchun defined cross-cultural communication as "the interaction and information dissemination activities among people of different cultures, including the process of migration, diffusion and change of various cultural elements in the global society, as well as their effects on various groups, cultures, countries and even the human community [19, 20]". Therefore, it can be seen that when conducting cross-cultural communication of Artemisia argyi culture in high-context ASEAN countries, the packaging design and marketing narrative of Artemisia argyi products should rely mainly on non-verbal "languages", such as visual symbols and health experiences, rather than on text. It needs fewer words, less direct reasoning, more scene-based storytelling, and more attention should be paid to extralinguistic information, such as atmosphere, emotion, aesthetics and lifestyle. Respect the religious and folk taboos of the people at the same time [21, 22].

Luo Ping and others defined cultural translation in 2022 as "the spreading of cultural connotations to another group and, at the same time, the introduction of traditional cultural elements from their original system into a new system". These are the two levels of cultural information interpretation and expression, as well as the operational mechanism of cultural translation [23]. It is an adaptive transformation of the form of expression, communication symbols and consumption scenarios, and while keeping the core cultural essence, it "translates" rich Chinese cultural symbols into forms that are easy for target groups to understand and accept. Based on the concept of cultural translation, the scope of cross-linguistic practice can be continuously expanded; it is no longer limited to translation among different languages and texts but includes more profound and practical acts of translation in areas with many historical, political and cultural connections [24]. In the context of ASEAN, the translation of the culture of Artemisia argyi focuses on its transformation from a "traditional Chinese medicinal plant" to a "global natural and healthy lifestyle". Therefore, translators need to adopt a minimally intrusive, lifestyle-oriented and experience-based mode of communication during translation and seek cultural common sense

between China and ASEAN to reduce cultural discount (both regions have a tradition of herbal medicine and daily plant-based therapy).

Halal certification in ASEAN and especially in Muslim-majority countries has become essential for the faith and an additional qualification to enter those markets. The Malaysian Standard for Halal Food (MS1500:2019) (hereinafter referred to as the "Standard") is used in this paper to explore the requirements for compliance at all stages of the supply chain of *Artemisia argyi* products, including raw materials, processing, storage and transportation [25]. Based on the Standard, the primary requirements for *Artemisia argyi* are as follows:

First, the food should be Halal. Halal food refers to food permitted according to Islamic law and must meet the following conditions:

- a) The food or its ingredients do not contain any components of animals that are not Halal for Muslims according to Islamic law, or animals that have not been slaughtered in accordance with Islamic law;
- b) The food does not contain any ingredients that are considered impure (najs) in Islam.
- c) The food is safe and non-hazardous.
- d) Equipment for preparation, processing or production that may have been contaminated by something considered impure in Islam has not been used;
- e) The food or its ingredients do not contain any parts or derivatives of the human body that are not permitted by Islamic law;
- f) In the course of preparation, processing, packaging, storage and transportation, Halal food must be kept separate from non-Halal food that fails to meet conditions a), b), c), d) and e), or from other items classified as impure under Islamic law.

Second, Halal food must be certified by an authorised body. This is an official body of the government that can carry out the certification according to the above provisions. The Islamic Affairs Department of the Government of Malaysia is responsible for the affairs of Islam in Malaysia. Clause 4.1.2 requires that all plants and their products or derived materials are Halal unless they are harmful, intoxicating or dangerous.

Thirdly, Clause 4.7 provides for: "Legal Requirements: The product shall also meet all other relevant requirements of the current laws in Malaysia."

2.2 Research Framework

It builds a research framework of cultural translation for "Preparation - Implementation - manifestation" that corresponds to the input, adaptation and output of the cross-cultural dissemination of *Artemisia argyi*. The following is a specific case.

Preparation: At this time, mainly sorting and analyzing the cultural connotations, medicinal parts, traditional dietary habits, etc., of *Artemisia argyi* will be done in preparation for the research.

Based on an analysis of the cultural needs in the ASEAN market, the relevant information about religion, taste, and so on for this group will be collected at this time. It also addresses the compliance requirements (such as Halal standards), consumption power (price sensitivity), communication habits (e.g., degree of digitalisation), and other needs of ASEAN consumers at all levels in multiple ways.

Manifestation: The three outputs of this stage are: The first are transformed modern products, such as tea beverages, pastries, meal replacements, etc.; the second are communication strategies, such as KOLs, live streaming, short videos, etc.; and the third are business models, such as e-commerce, supermarkets, physical stores, food workshops, etc.

3 Research Design and Data Sources

3.1 Research Subjects and Methods

Stratified random sampling will be used in this study. In October and November 2025, the five countries of Malaysia, Indonesia, Singapore, Vietnam and Thailand will be selected as the study locations for this questionnaire survey. The subjects of the study were general consumers aged 18-60, and special attention was given to the young group (18-44 years old) and the middle class.

Research Methods: Questionnaires (Quantitative) and in-depth interviews (Qualitative). A total of 3,500 questionnaires were distributed, and after filtering out the invalid ones, 2,685 were effectively collected; the actual collection rate reached 95.5%. The 60 subjects of the auxiliary interviews included local KOLs, importers and nutritionists.

3.2 Sample Structure Analysis

The sample of the survey is well-distributed in terms of demographics and reasonably representative:

First, the age distribution: The proportion of the 18-29 age group is the highest at 42%, making it the main sample group; next is the 30-44 age group at 33%. These two groups accounted for a total of 75% of the sample and thus constituted an absolute majority. The proportion of the 45-59 age group is 18%, and the proportion of those over 60 is only about 7%; both are relatively small. A larger number of young people will be willing to try new products and more sensitive to online marketing.

Second, the proportion of ethnicity and group composition: The Chinese and Malay groups are responsible for 32% and 28% of the total, respectively, and together make up 60% of the core audience. Then the Thai group is 19%, and the Kinh (12%) and other ethnic groups (9%) are relatively smaller. Based on the above, it can be concluded that the propagation of *Artemisia argyi* culture should first be carried out in China and Malaysia, and the Thai group will be addressed later.

Thirdly, the distribution of monthly income among the respondents is as follows: 38 per cent had a monthly income of 2,001-4,000 RMB, and 35 per cent earned less than 2,000 RMB. The two groups together accounted for 73% of all the people surveyed, and 18% of these earned 4,001-6,000 yuan per month; those earning more than 6,001 yuan per month made up the remaining 9%. It can be seen from the above data that most people's monthly incomes fall within the 2,000-4,000 yuan range and are relatively low. Therefore, it can be concluded that the consumer group of Artemisia argyi products will mainly consist of ordinary salaried employees and the general public, and the price of the products should be reasonable for this group.

Finally, in terms of the distribution of countries, Malaysia and Thailand were both at 25% and made up a total of 50%; Indonesia was at 20%, and Singapore and Vietnam were both at 15%. It can be seen that Malaysia and Thailand are the main focus areas for the cultural dissemination of Artemisia argyi, and Indonesia, Singapore and Vietnam also have some foundations. Generally speaking, the covered areas are the major countries in ASEAN, and there are good regional advantages and potential for cross-border spread of the Artemisia argyi culture. Given that the demands of the market and the lives of the people in all countries are different, separate promotional plans need to be developed for them.

Based on the data above, it can be seen that the survey sample covers several countries in Southeast Asia, including Thailand, Malaysia and Indonesia, and the distribution of age, ethnicity and group, monthly income and country is relatively even. It has many

sub-structures and is generally representative. The young consumer group accounts for more than 70% and is thus the main research subject. Therefore, the sample can be considered representative of all people in that area across Southeast Asia.

4 Empirical Analysis of Artemisia Argyi Cognition and Consumption in the ASEAN Market

The ASEAN countries are in a hot and humid climate; therefore, they have developed rich and extensive traditional herbal medicine cultures in recent decades. *Artemisia argyi* is a damper and warmer to meet the health needs of ASEAN consumers. However, it has not been well-known to the public. Therefore, an organised study of the consumer will help to determine the commercial feasibility of *Artemisia argyi* in the ASEAN region. By combining questionnaire surveys and in-depth interviews in this study, empirical research was conducted to quantitatively determine the depth of ASEAN consumers' awareness of *Artemisia argyi*, the dimensions of trust they place in it, and their consumption preferences; at the same time, systematic factors supporting development and existing problems for *Artemisia argyi* in the ASEAN market were identified.

4.1 Analysis of Artemisia Argyi Awareness and Contact Channels

The degree of awareness for *Artemisia argyi* among the ASEAN countries varies, and the pathways through which ASEAN countries learn about *Artemisia argyi* are different; therefore, their perception of it is also varied. Cross-cultural spread depends on cultural proximity and channel availability. The data analysis here will be used as the empirical basis for the research.

As shown in Figure 1, the overall consumer awareness rate of *Artemisia argyi* in ASEAN is 78%, with 19% being "very familiar", 42% "somewhat familiar", and 17% "heard of it". It can be inferred that *Artemisia argyi* has a certain cognitive foundation in the ASEAN market, and thus the educational cost for future promotion will be relatively low.

As shown in Figure 1, the awareness rates in Thailand and Singapore are relatively high at 85% and 82%, respectively; these may be due to the spread of Traditional Chinese Medicine culture in Thailand and a high-information-accessibility environment in Singapore as an international city. Increase investment in market education in Vietnam due to a relatively low level of awareness.

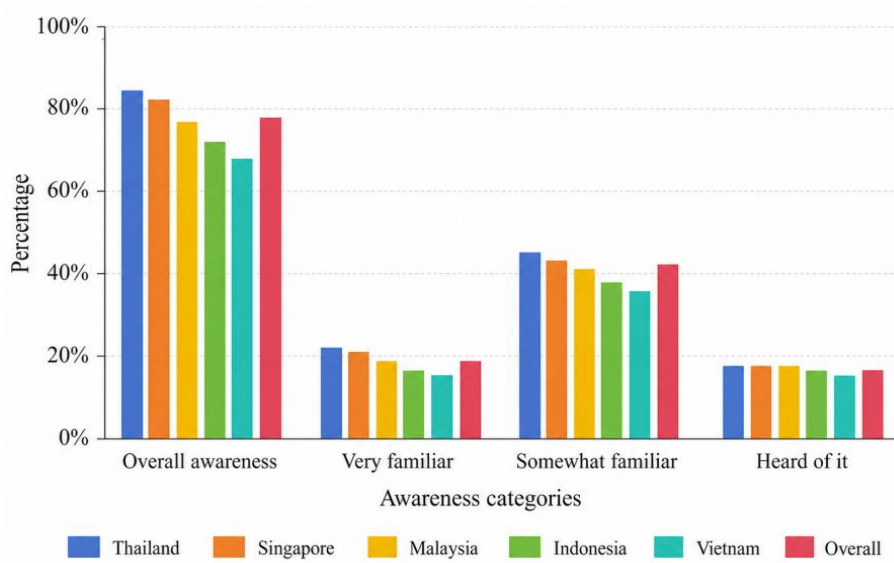


Figure 1: Comparison of Artemisia argyi Awareness in the Five ASEAN Countries

Analyze the audience's perception and determine the internal logic of each link to provide a foundation for mechanism analysis and path optimisation in the following promotion work.

As shown in Figure 2, 45% of the people in ASEAN countries know about Artemisia argyi from Chinese communities and traditional festivals, and 32% from e-commerce platforms. Together, the two account for 77% of the cognitive channels. Therefore, Artemisia argyi is still at the stage of "community-based dissemination". KOL recommendations accounts for 11% and friend recommendations account for 16%, both are relatively low. Physical stores have a low rate (8%), so it can be concluded that there is a large-scale opportunity in the ASEAN market for breakthrough dissemination via social recommendation effects.

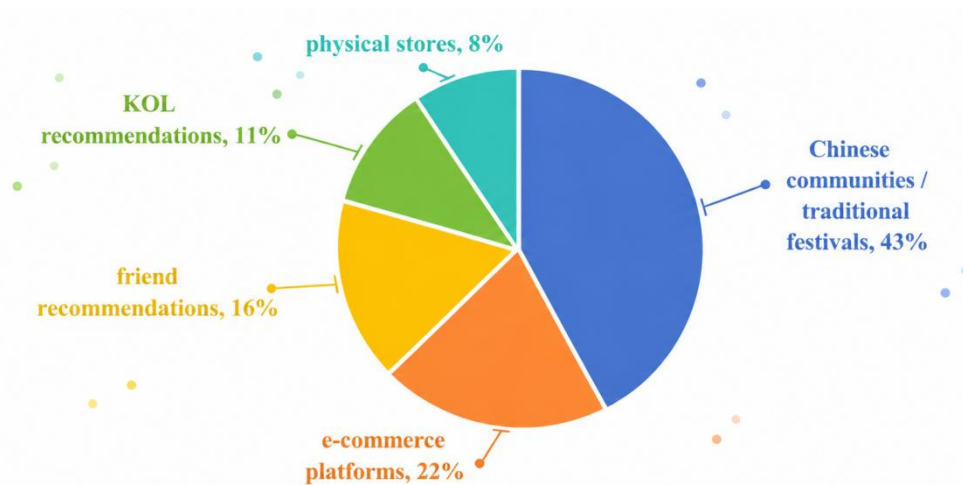


Figure 2: Proportion of Cognitive Channels for Artemisia argyi

4.2 Analysis of Product Contact Rate and Consumption Willingness

Determine whether a change in consumer attitude is due to being exposed to a product, how their cognitions and behaviours have changed after such exposure, and the reasons for these modifications.

As shown in Figure 3, Artemisia argyi tea and healthcare products accounted for 68 per

cent; moxibustion products made up 59 per cent, and Artemisia argyi pastries made up 32 per cent. The top three items in terms of contact frequency have a relatively high contact rate for healthcare-related Artemisia argyi products. The contact rate of dietary consumption products is relatively low. Therefore, the development prospects and consumption capacity for food products from Artemisia argyi are relatively good.

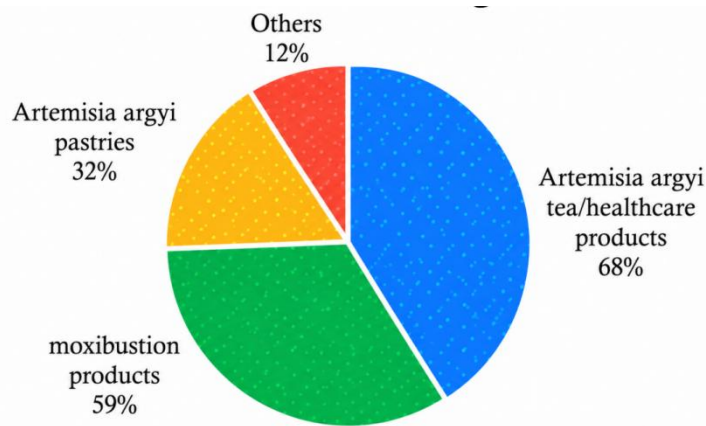


Figure 3: Product Contact Categories

As shown in Figure 4, the overall willingness to try Artemisia argyi is 65%, of which 21% are "very willing" and 34% are "willing". Among the ASEAN countries, Singapore (72%) and Thailand (70%) have the highest willingness to consume, followed by Malaysia (66%) and Indonesia (60%), and Vietnam (55%) is relatively weaker.

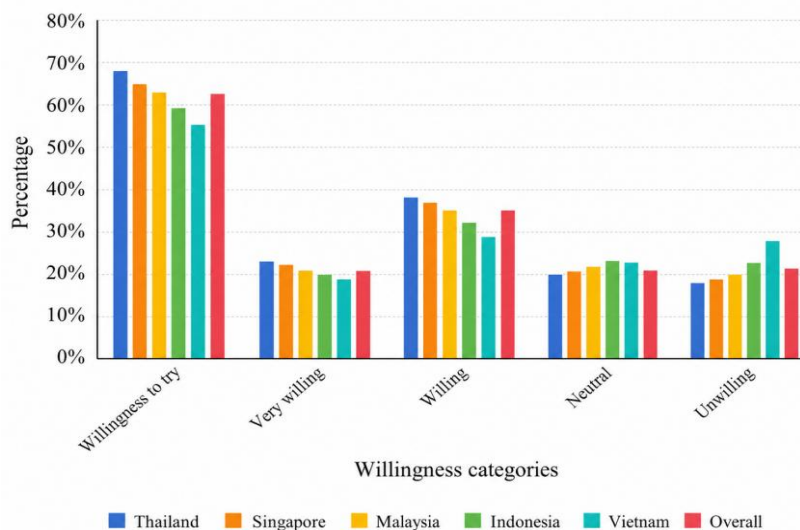


Figure 4: Willingness to Try Artemisia argyi

As shown in Figure 5, 78% of the respondents would be willing to purchase Artemisia argyi products at a price of 50 yuan or less. Among them, the amount under 20 yuan is 42 per cent and that between 21 and 50 yuan is 36 per cent. It can be concluded that the product strategy should aim for a large-scale market at a low cost, and a high-end model is not appropriate.

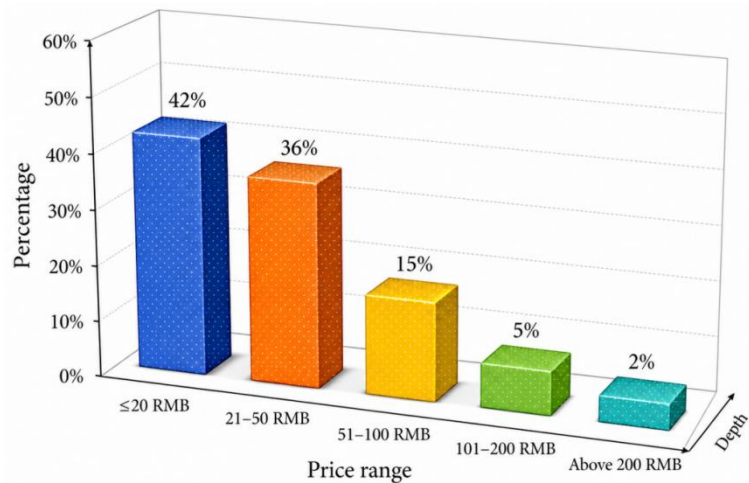


Figure 5: Price Acceptance

4.3 Analysis of Core Preferences and Hindering Factors

Identify the essential preference attributes of consumers for *Artemisia argyi* products and identify the main hindrances to consumption decisions to clarify the problems in the market promotion of *Artemisia argyi*, thereby providing a practical foundation for the next round of optimisation measures.

As shown in Figure 6, the main demands from consumers are, in order: natural ingredients and safety (76%), health benefits (62%), taste/flavor (51%), halal certification (35%) and brand reputation (29%). Halal certification needs to be implemented in the ASEAN region for the Malay community.

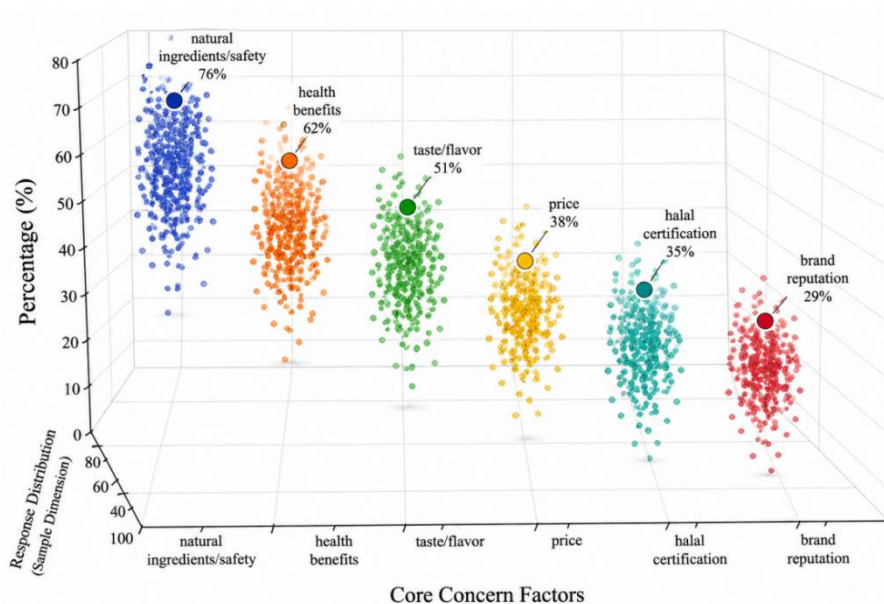


Figure 6: Ranking of Consumer Concern Factors

As shown in Figure 7, based on the main reasons for not buying or infrequently buying, the three core obstacles to market promotion are: taste incompatibility (38%), high price (29%) and lack of confidence in effectiveness (22%). Other reasons are: less appealing packaging (15%), a narrow distribution network (13%), low publicity (11%), and a sense of no-need

(9%). The primary reason for taste mismatch may be that the particular bitter and fragrant characteristics of *Artemisia argyi* are not preferred by people outside China. The barrier of mistrust in efficacy may be due to the consumers' lack of access to product traceability information.

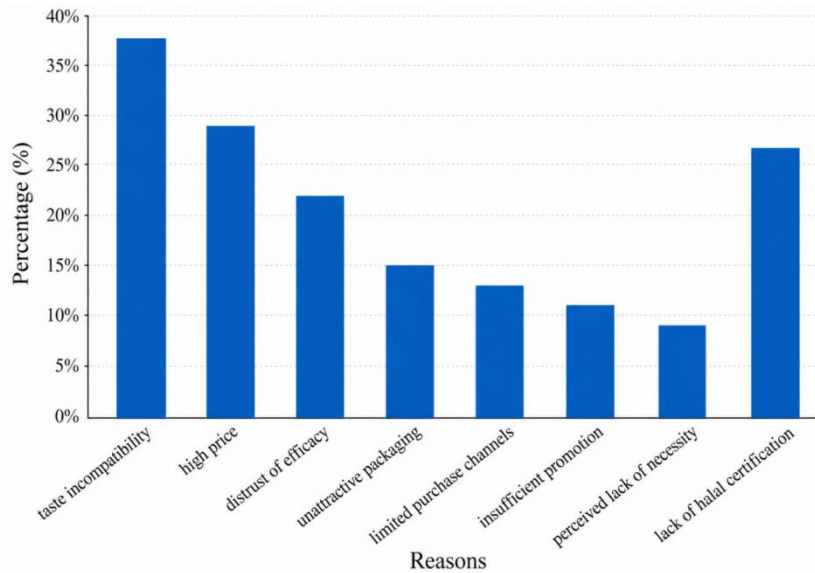


Figure 7: Main reasons for not purchasing or infrequently purchasing

4.4 Analysis of the Key Impact of Halal Certification

Malaysia and other countries in ASEAN have begun to introduce halaal-certified products for consumers. There will be no certification, so the consumer will not be willing to buy it.

As shown in Figure 8, Halal certification is required for the ASEAN market. A total of 68 per cent of the consumers were worried about halal certification, and Malaysia and Indonesia were at 92 per cent and 88 per cent, respectively. Based on the above data, after being certified halal, 41% more people are willing to buy and 33% slightly more; thus, a total of 74% of consumers have been motivated to purchase. Therefore, a halal certificate will be required to export to ASEAN.

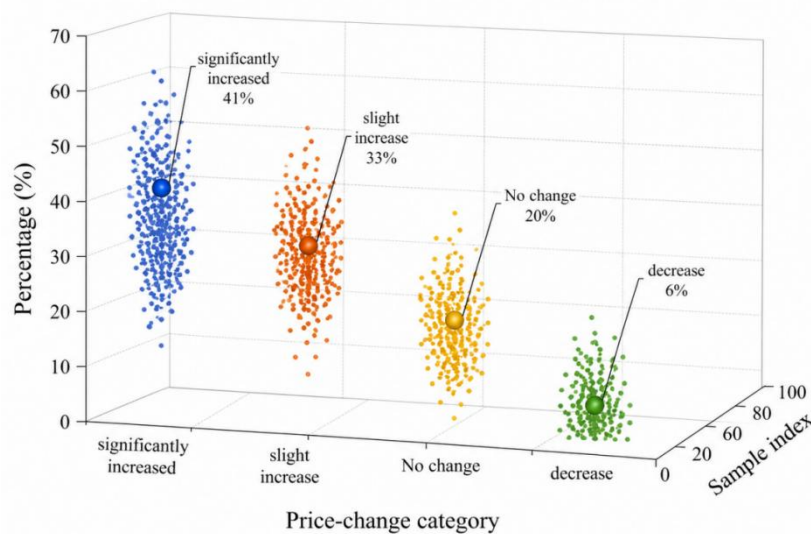


Figure 8: Impact of Halal Certification on Purchase Intention

5 Modern Translation of Artemisia Argyi Culture and Pathways for ASEAN Adaptation

Functional Artemisia argyi cuisine is both culturally significant and healthy. To promote the culture of Artemisia argyi in ASEAN, it needs to be positioned as the "shared herbal wisdom of the East" rather than merely a "Chinese specialty", thus achieving a "re-identification" of its cultural identity. Based on the above data analysis, this paper puts forward a four-dimensional adaptation path for the modern translation of Artemisia argyi culture in ASEAN.

5.1 Cultural Symbol Translation: From Folk Symbol to Global Health IP

Artemisia argyi culture should not be limited to being a symbol of traditional festivals, but should also have a functional narrative, adapt to local circumstances, and create a modern intellectual property for natural health in the style of the East. The above can be realised in two ways:

1. Symbol Reconstruction: For the design of the packaging, the texture of Artemisia argyi leaves and elements from Chinese ink painting should be retained. For a good visual effect, a simple design of international lines with bright colours can be used.

2. Narrative Upgrading: Move away from "Dragon Boat Festival Customs" and focus on the current demand for health-preserving food by creating a story about "protection by nature". Show the consequences of reducing tiredness, improving sleep quality, and the antibacterial and anti-inflammatory effects of Artemisia argyi in the story. Strengthen efforts to address the problems of dampness and cold in women. Reduce menstrual pain and support the healthy growth of the baby in utero.

5.2 Product Form Innovation: Portable, Functional, and Scenario-Based Cuisine

Food is a good universal language for different cultures, and healthy food is one such good language. Functional Artemisia argyi cuisine integrates culture and health in an applied manner. Cultivation of Artemisia argyi is a Chinese plant and an entire school of herbalism in the East. Portable products that meet the needs of people in the ASEAN region can be developed according to the idea of "herbal wisdom" and promote the culture of Artemisia argyi.

1. The main types are consumer-preference functional teas, powdered drinks (48%), and functional pastries (35%); these will be promoted.

2. Scenario Development: Develop portable tea bags for office workers, energy bars and meal replacement powders for fitness enthusiasts, Artemisia argyi seasoning powder for families, and Artemisia argyi cakes, Artemisia argyi Xue Mei Niang, and Artemisia argyi cookies for female consumers.

3. Debittering Technology: To keep the health benefits and pharmacological active components, new extraction methods are employed to remove the bitter components of Artemisia argyi and thus solve the taste problem.

5.3 Flavor and Compliance Adaptation: Precise Localization and Compliance First

In the cultural dissemination and industrial promotion of Artemisia argyi, the development of related cuisine should be based on the dietary traditions of the ASEAN region to adapt to local

flavours and be more popular among the public.

Address the requirements for conformity as well; otherwise, listed excluded foods and risks for consumption will be difficult to avoid. Only by integrating localisation adaptation with compliance can *Artemisia argyi* culture be both rooted and delicious, as well as scientifically sound; thus, it achieves the aim of promoting health through culture.

1. Flavor Localisation Strategy.

Based on the different tastes and target groups of the various countries, various promotional plans need to be introduced. Based on the above data, the recommendations are as follows: Thailand is more accustomed to sour and spicy flavours, so Lemon *Artemisia argyi* tea and sour and spicy *Artemisia argyi* sauce are recommended. Indonesia and Malaysia prefer sweet and fragrant tastes; coconut milk *Artemisia argyi* cake and honey *Artemisia argyi* drink are recommended. Vietnam prefers refreshing flavour with a hint of bitterness, so *Artemisia argyi* green juice and cold noodle salad are suggested. Singapore is very open-minded about different flavours, and all of the above recommendations are also suitable.

2. Compliance-First Strategy.

All of the products need to pass the ISO 22000 food safety management system audit.

Breakthrough: Priority should be given to obtaining Halal certification from JAKIM (Malaysia) and MUI (Indonesia), and serve as the foundation for major local supermarkets and hypermarkets (such as Carrefour, AEON, Lotus, Mydin, Giant, NSK Trade City, Econsave, Village Grocer, B.I.G., etc.).

5.4 Communication Channel Optimization: Emphasizing Both Digital and Experiential Approaches

Optimize channels to increase the spread efficiency and emotional impact of *Artemisia argyi* culture. Combine Digital Marketing with offline experience centres to reach more people and provide them with a better experience. The following are the specific measures.

1. Digital Marketing: Use the e-commerce platforms Shopee, Lazada, TikTok Shop and Temu for targeted promotion and cooperate with local health and food Key Opinion Leaders (KOLs) to create short-video content about "herbal wellness".

2. Offline Experience: Open pop-up wellness stores of *Artemisia argyi* in shopping malls and set up food-tasting activities to promote sensory cognition.

3. Lifestyle Content Marketing: Learn from platforms such as Xiaohongshu and Douyin to create content such as "dampness-removing *Artemisia argyi* recipes", "comfort foods for anxiety relief", and "office wellness tips" that are easy for people to understand.

6 Conclusions and Outlook

6.1 Research Conclusions

Artemisia argyi is a representative member of the group of plants widely used for medicine, health and beauty and food in China. Challenges have not been eliminated. Through various research methods, such as literature analysis, empirical study and case study, this paper will systematically investigate the problems in the modern translation of the culture of *Artemisia argyi*, including limited application scenarios, a lack of connection between cultural connotations and contemporary life, low overseas awareness, and restricted culinary development, and propose a practical four-in-one translation path forward. The above conclusions are proposed.

Artemisia argyi has good intelligence and a relatively good market in ASEAN.

2. The three reasons for the low market penetration rate are Halal certification, taste

adaptation and low cost.

3. A four-in-one model of "cultural IP + functional food + compliance certification + overall dissemination" is built, and a progressive dissemination approach of "carrier first - value penetration - cultural recognition" is proposed to achieve the creative transformation and innovative development of Artemisia argyi culture in ASEAN.

6.2 Research Limitations and Outlook

This paper offers a theoretical foundation for the innovative transformation of traditional culture and provides a path for the transformation and upgrading of the Artemisia argyi industry to integrate Artemisia argyi culture into contemporary life and promote its dissemination across ASEAN. There are also deficiencies in time and scope for this study. For example, it does not collect long-term market data after releasing a product and lacks specific operating rules. Further research can also:

1. Analyze the ROI of various promotion strategies for Artemisia argyi products in the ASEAN market.

2. Develop an intelligent communication system for Artemisia argyi culture based on multilingual contexts in target markets.

3. Extend research on the international translation of Artemisia argyi culture beyond ASEAN countries and explore its integrated application in medical tourism, ecological agriculture, wellness cuisine, etc. Thus expanding the scope of overseas markets.

The new translation of Artemisia argyi culture is an attempt at industrial globalisation, as well as a typical case of mutual benefit and win-win outcomes achieved by integrating Chinese civilisation with the civilisations of ASEAN countries. Through scientific adaptation and innovation, *Artemisia argyi* can serve as a green bond connecting China and ASEAN nations for in-depth cooperation in the health sector and contributing cultural strength to the construction of a China-ASEAN community with a shared future.

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