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Preserving Culture Through Cuisine: A Study of Traditional Values and Planetary Care in the YouTube Channel Traditional Me

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The Sri Lankan YouTube channel "*Traditional Me*" features video content produced by Nadee, who specialises in presenting traditional Sri Lankan and other cultural cuisines. There is a limited number of research studies on how Asian content creators in countries like Sri Lanka utilise YouTube and other platforms to communicate traditional knowledge systems, particularly through food culture. This study fills the gap between how the Sri Lankan YouTube channel *Traditional Me* represents ecological preservation, traditional values, and cultural continuity. This area remains unexplored in environmental communication, media studies, and cultural studies. This research aims to study how traditional cultural values are portrayed and preserved through digital media by the Sri Lankan YouTube cooking channel *Traditional Me*. Through an analysis of its narrative and visual components, which reflect the values of community, care, and tradition, as well as its promotion of locally grounded, sustainable practices, this study seeks to understand how the YouTube channel *Traditional Me* constructs and communicates Sri Lankan cultural identity through food. Additionally, it will analyse a broader function of digital media in preserving and promoting cultural heritage in the modern era. This study utilises a qualitative research methodology, which makes it ideal for exploring in-depth media portrayals. Qualitative content analysis is employed to gather primary data for this study. The results of this study highlight how diverse perspectives on growth, rooted in tradition, care, and ecological consciousness, can be promoted through local, non-commercial media content. Such media interventions offer valuable insights into how cultures of care may impact human and planetary wellbeing in a rapidly modernising and digitising society. *Traditional Me* encourages rethinking advancement in ways that prioritise sustainability, intergenerational knowledge, and emotional connection, while also contributing to cultural preservation.

Key Words: Content Creators, Food Culture, Planetary Wellbeing