

Original Paper

Research on the Optimization of Cross-border Communication Strategies for Agricultural and Sideline Product Enterprises of Guangxi in the Digital Media Ecosystem

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Abstract

Under the circumstances where the RCEP has come into effect and the “Digital Commerce for Agricultural Development” policy has been deepened, the cross-border dissemination of agricultural products enterprises from Guangxi to the ASEAN market has become a key factor in enhancing the international competitiveness of regional brands. However, currently, enterprises generally face bottlenecks such as insufficient cross-cultural content adaptation, loose platform operation, and difficulty in measuring the dissemination effect, resulting in low brand recognition and market conversion rates. Based on cross-cultural communication theory and brand communication theory, this study proposes the “LASIC” cross-cultural communication strategy model. Enterprises need to systematically optimize from aspects such as precise cultural image translation, content production that aligns with the values of ASEAN audiences, the establishment of a differentiated platform narrative matrix, and data-driven effect evaluation loops. This study aims to provide certain references for the international brand dissemination of regional characteristic industries in the digital era.

Keywords

agricultural products brand, cross-border e-commerce, ASEAN market, LASIC model

1. Introduction

With the rapid development of digital technology, new media platforms such as Douyin, Instagram, and YouTube have broken the temporal and spatial limitations of traditional communication, providing efficient channels for enterprises' cross-border brand promotion. Digital media, with its convenience, interactivity, and intuitiveness, has not only changed the way consumers obtain information and their consumption decision-making logic but also become a key bridge for crossing cultural boundaries and

building brand identity. Located in the core area of the China-ASEAN Economic Corridor, Guangxi is endowed with abundant agricultural and sideline product resources such as lychees, mangoes, snail noodles, and camellia oil. It also enjoys the dual advantages of policy support for “digital commerce boosting agriculture” and RCEP tariff preferences, laying a solid foundation for entering the international market.

However, Guangxi’s agricultural and sideline product enterprises still face numerous challenges in cross-border communication practices: some enterprises have problems such as rigid literal translation and miscommunication of cultural images in their foreign publicity translations, leading to cognitive deviations among target audiences; the communication content lacks adaptability to the cultural preferences of different markets, making it difficult to arouse emotional resonance; the cross-platform communication strategies are highly homogeneous, failing to give full play to the communication characteristics of each platform; the evaluation of communication effects lacks a scientific system, making it difficult to achieve dynamic optimization. These issues directly affect the international brand awareness and market conversion rate, restricting the internationalization process of the regional agricultural and sideline product industry.

From the perspective of translation communication studies, cross-border communication is essentially an effective process of cross-cultural information transmission, which needs to balance the accuracy of communication content, the pertinence of communication audiences, and the maximization of communication effects. Based on this, this study, relying on the characteristics of the digital media ecosystem, systematically explores the cross-border communication strategies of Guangxi’s agricultural and sideline product enterprises. Through a complete research chain of current situation investigation, theoretical construction, strategy optimization, and effect evaluation, it provides operable communication solutions for enterprises, helping Guangxi’s agricultural and sideline product brands break through cultural barriers and enhance their international market competitiveness. At the same time, it enriches the localized research results in the field of cross-border communication in the digital era.

2. Research on Cross-border Communication of Agricultural Products Enterprises in Guangxi and Current Communication Status

2.1 Theoretical Perspective and Research Gaps

The current research presents two main lines: The first is the study of digital media ecology, where domestic scholars such as Yu Guoming focus on how technological paradigm shifts reshape the logic of communication, while foreign scholars such as Manovich critically analyze the regulation of cultural production by platform algorithms. Although these studies are enlightening, they rarely focus on the cross-border practices of small and medium-sized enterprises in developing countries. The second is

the study of cross-border circulation of agricultural products, where domestic and foreign research mostly concentrates on supply chains, logistics, and cross-border e-commerce policies (such as Liu Chan, 2025). However, there is insufficient exploration of the “soft” aspects such as cultural translation, content creativity, and audience emotional connection at the brand communication level.

In summary, the existing research has obvious gaps: There is a lack of a strategic framework that integrates the characteristics of digital platforms, cross-cultural communication laws, and the attributes of agricultural product brands, and can guide specific practices. This study aims to fill this gap.

2.2 Core pain Points of Cross-border Communication for Enterprises in Guangxi

By analyzing the content of cross-border e-commerce platforms, the current characteristics and four core pain points are summarized as follows:

Translation and cultural adaptation are superficial: Most enterprises rely on machine translation or simple literal translation, resulting in the loss or even conflict of cultural connotations. For instance, translating “Lao Si Fen” as “Sour Bamboo Shoot” directly fails to convey the unique flavor that forms the dietary culture background, which may cause consumers’ doubts.

Content production is disconnected from platform characteristics: Enterprises post highly homogeneous product instruction-style content on platforms such as TikTok, Facebook, Lazada/Shopee, without making differentiated creations based on the platform’s attributes and user usage scenarios (such as the entertainment nature of TikTok, the aesthetic nature of Instagram, and the store-like nature of Shopee).

The dissemination lacks systematic story-telling: The dissemination content is fragmented, mainly focusing on product functional attributes (such as “Mango is very sweet”), lacking in-depth exploration and continuous narration of brand stories such as the local customs, planting techniques, and sustainable development concepts of Guangxi, making it difficult to build a differentiated brand image.

The absence of an effect evaluation system: Enterprises generally use likes, shares, and fan growth as KPI, but these indicators have weak correlations with brand awareness, reputation, and the final market conversion rate, and cannot provide effective guidance for strategy optimization.

3. Construction of the “LASIC” Cross-border Communication Strategy Model

To address these pain points, this study proposes the “LASIC” model, which consists of five interrelated and progressively advanced strategic dimensions:

L (Localization): Deep localization. Beyond language translation, it involves cultural translation. Establish a “cultural keyword library” to provide translations for product names, brand stories, and marketing slogans that are in line with the cultural perception of the target market.

A (Adaptation): Precise adaptation. Based on Hofstede’s cultural dimension theory, analyze the cultural characteristics of ASEAN countries (such as Thailand’s emphasis on “respect” and Vietnam’s tendency

towards collectivism), and customize the emotional tone and value proposition of the communication content.

S (Storytelling): Brand storytelling. Build a three-in-one brand narrative system of “geographical indication + exquisite craftsmanship + healthy lifestyle”. Through a series of short videos, KOL visits, and user testimonials, integrate the product into tangible story scenarios.

I (Integration): Cross-platform integration. Design a “platform-content-target” matrix: Create a popular challenge competition on TikTok to attract attention; release documentary-style long videos on YouTube to deepen the brand story; create a high-quality lifestyle aesthetic on Instagram; and simultaneously launch promotional conversions on Lazada/Shopee to form a traffic loop.

C (Conversion): Data-driven conversion. Establish a “four-stage effect evaluation model”: 1st level exposure, 2nd level interaction rate, 3rd level brand recognition (emotional inclination, search index), 4th level conversion rate (inquiry, purchase). Use data analysis tools to track the user journey and achieve dynamic iteration of strategies.

4. Strategy Optimization and Practical Approaches

Based on the LASIC model, the following specific optimization paths are proposed:

At the content level, promote the dissemination logic to shift from a one-way “information notification” to a two-way “cultural dialogue”. Implement creative localization in translation, for example, translating “Shanchayou” (The Eastern Olive Oil) as “Camellia Oil”, leveraging international recognition symbols to build trust; content needs to be deeply customized, such as presenting the novel uses of the product in a fun and interesting short video for the young group.

At the platform level, promote the operational model to upgrade from a mechanical “account distribution” to an organic “ecological operation”. It is necessary to build a differentiated content matrix: launch short, simple and fast theme challenges on TikTok, lay out in-depth traceability documentaries on YouTube, and create visual recipe collections on Pinterest. At the same time, leverage local KOLs in ASEAN for word-of-mouth promotion and build brand online communities. Encourage users to generate content through incentive measures to form a sustainable interactive ecosystem.

At the evaluation level, promote the focus of monitoring from the surface “traffic monitoring” to the all-encompassing “value assessment”. Establish a data indicator system integrating brand search volume, social sentiment tendency, user visit depth and conversion behavior. Integrate backend data of each platform and CRM system to build a visual data cockpit, achieve real-time monitoring, attribution analysis and precise ROI calculation of the dissemination activities, and ultimately form a data-driven closed loop of “planning - execution - evaluation - optimization”.

5. Conclusion

Applying the theory of cross-cultural communication concretely to the cross-border scenarios of agricultural specialties, the LASIC model has enriched the theoretical tools for digital brand communication and formed a set of “action maps” for cross-border communication that can be directly applied by small and medium-sized agricultural and sideline product enterprises. This helps them systematically complete the strategic leap from “selling products” to “selling brands”, and is conducive to their systematic completion of the process from “selling products” to “selling brands”. It can effectively reduce the trial-and-error costs and resource thresholds for enterprises to “go global”.

Research shows that the key to the success of cross-border communication of agricultural specialties in Guangxi lies in the systematic transformation from “sales-oriented” information push to “brand-oriented” cultural communication. Although the research has limitations such as limited sample coverage and insufficient tracking of dynamic changes, in the future, through detailed comparisons of ASEAN country markets, verification of the long-term effects of the model, and exploration of the application of AIGC in cross-cultural content production, the research in this field can be continuously deepened, providing lasting impetus for the global brand building of regional characteristic industries in China.

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