
Account Persuasive Communication @kuliner_laper in Building Culinary Choice Preferences of Tiktok Viewers

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Abstract

This research is based on the phenomenon of utilizing TikTok as a medium to introduce various culinary options to viewers. This study aimed to understand the persuasive communication carried out by the account @kuliner_laper in building TikTok viewers' culinary preferences. This study used a descriptive qualitative approach. Data collection techniques were performed through interviews, observations, and documentation. The Miles and Huberman model was used for data analysis, which consists of data reduction, data presentation, and conclusion drawing. De Fleur and Ball-Rokeach theory of persuasive communication strategies Ball Rokeach, which consists of three strategies, serves as the researchers' reference. The research results show that persuasive communication in the psychodynamic strategy is carried out by providing visual displays of culinary items and the selection of persuasive words, while persuasive communication in the sociocultural persuasion strategy is carried out by adopting the momentum of culinary content trends on TikTok. Additionally, the mention of regional names is part of this strategy. Persuasive communication in the meaning construction strategy is carried out by conveying information that builds the audience's knowledge about culinary products.

Keywords

Persuasive Communication, TikTok, Audience Preferences

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1. INTRODUCTION

The advancement of information and communication technology facilitates the daily life of mankind; activities such as communication and information browsing become easy because of the impact produced by the advancement of technology. Information and communication technology is a means or medium used as a tool for sending and distributing information data. (Maududi et al., 2023). In the era of technological advancement, humans obtain information and communicate through the Internet. Its presence provides advantages in terms of easy access to information and communication without being limited by distance and time. The Internet is also known to offer benefits for users to be able to communicate anywhere, with anyone, and at any time.

The benefits felt by Internet users have an impact on the spread of Internet consumption in



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Indonesia, as confirmed by a report from We Are Social in 2024 showing that 66% of the total population of 278 million people use the Internet, or 185 million people in Indonesia, can be said to have understood and understood in accessing the Internet. (We Are Social, 2024). The ease of accessing the Internet encourages most activities of mankind to not escape the use of the Internet. These activities have become inseparable in the lives of humans, and the use of the Internet has become a continuous activity. This is also confirmed by We Are Social, which states that Indonesian Internet users spend an average of 7 hours and 38 minutes a day on their devices. (We Are Social, 2024). These activities consume a portion of human time in one day, and social media is one of the activities that are widely performed in accessing the Internet.

Tiktok is one of the popular social media platforms today, Tiktok was first launched by a Chinese technology company called Bytedance in 2016, the origin of Tiktok actually stems from a similar platform that was first released and developed, it is known that this platform has the name Douyin (Zain & Erika, 2024). Over time, Tiktok has gained a place in Indonesian society, this is supported by a report from We Are Social that Tiktok ranks first in the category of social media platforms that spend the most user time, based on the report shows that Tiktok in 2024 spent an average of 38 hours 26 minutes by users in one month (We Are Social, 2024). TikTok's popularity cannot be separated from the role of user creativity in content creation.

In the development of its utilization, Tiktok is not only an entertainment platform for users, in the current era Tiktok has expanded its function as a means of disseminating various kinds of information. Characteristics that focus on video content and are identical to the use of songs are advantages that are utilized for content creation. (Widodo, Sihite, & Wisudanto, 2024). In the development of its utilization, Tiktok is not only an entertainment platform for users, in the current era Tiktok has expanded its function as a means of disseminating various kinds of information. Characteristics that focus on video content and are identical to the use of songs are advantages that are utilized for content creation.

Culinary content topics are among the most popular uploaded by TikTok users, and more and more creators have sprung up with their own characteristics bringing something related to culinary. The audience in the current era is increasingly presented with culinary content when accessing TikTok. This statement is supported by TikTok's annual report in 2022 with an article entitled "What's Next: Insights into Cultural Drivers on Tiktok 2021-2022" which states that TikTok is the center of internet users in creating content about culinary. (Tiktok, 2022).

The growing culinary content cannot be separated from the spread of various culinary industries in a wider community. The culinary industry is a business activity that engages in the production and sale of food and beverages. The increasing spread of various culinary industries

increases people's attention and demand for culinary delights around them, and the increase in demand causes the culinary industry to contribute to Produk Domestik Bruto (PDB) in the creative economy category in Indonesia. (Widodo et al., 2024). In practice, there are various types of culinary business variations, from businesses that focus on selling local dishes to those that sell dishes originating from outside Indonesia. Various culinary businesses provide opportunities for culinary content creators to remain consistent in producing content.

The ease of finding culinary content has created a new culture in Indonesia, and social media has developed functions for users. Increasing amounts of content about culinary, such as on TikTok, causes behavioral changes for users in the way they explore the culinary around them. Social media users in the era of technological advancement utilize TikTok as a search tool for their culinary choice preferences. This statement is proven by a survey conducted on 407 respondents with the majority aged 18 to 25 years by Goodstats in 2024, showing that Tiktok ranks first as young people's favorite social media in determining culinary choice preferences, Tiktok is the main platform for young people in exploring culinary preferences with the acquisition of 50.4% of user respondents, followed by Instagram in second place with 34.6%, Youtube 8.4%, while Facebook only as much as 2.9% of respondents who use as a medium in the search for preferences (Wafa, 2024). The survey shows the potential for culinary content creators on TikTok to be creative in reaching a wide audience, especially young people.

The great interest in culinary content on social media, such as TikTok, creates competition between culinary content creators, who are required to compete in creating content that attracts viewers. In the era of technological advances, the terms "food vlogger, food blogger, food stylist, food photographer, and foodies" are nicknames for content creators in the culinary world. (Ramaputra & Afifi, 2021). One of the abilities carried out by the profession in the content is persuasive communication, the use of persuasive communication skills is carried out to influence the audience to be interested in and visit the culinary place that is used as content. This ability as a weapon of culinary creator content influences the knowledge, attitudes, and actions of the audience in responding to the content. Culinary content creators on TikTok generally carry out the task of presenting and building culinary choice preferences for a wide audience. Culinary content creators provide reviews of culinary reviews that are used as personal content, but on social media, it is possible to still influence a wide audience, assisted by considering engagement and persuasion techniques in the content produced. (Saiful & Rachmawati, 2024).

Culinary creator content with The TikTok account @kuliner_laper is active in sharing culinary choice preferences with the TikTok audience. The account that carries the tagline "Support UMKM naik kelas" is known based on interviews with account owners to have existed since September 2022. This account continues to grow and is consistent with building culinary choice preferences on TikTok. Until

the time this research was conducted, the @kuliner_laper account had 497.5 thousand followers, and the large number of followers cannot be separated from the consistency of the account owner in sharing recommendations for culinary places.

An account owner's ability to communicate persuasively is one of the main weapons in building culinary preferences. Through the use of messages that attract interest and create curiosity about the flavors shared, the creator's main focus is on every content production. In addition, account owners use their own uniqueness in the style of message delivery and selection of culinary content. These elements become the creator's main strategy in building audience knowledge, attitudes, and decisions on the preferences of the culinary choices presented.

Some previous studies have discussed related topics. For example, research has discussed influencer persuasive communication strategies in introducing local culinary gabus pucung on social media content. (Soraya, Rahastine, & Susilowati, 2024). In addition, the study by Saiful and Rachmawati examined "food vloggers" in delivering persuasive communication of honest reviews on the culinary place Kultur Haus Makassar". (Saiful & Rachmawati, 2024). Meanwhile, Setiawan et al. examined persuasive communication on the Instagram account @ricosaptahadi as a food influencer. (YL. Setiawan et al., 2024)

This study offers a new perspective on persuasive communication by presenting communication strategies for shaping the audience's culinary choice preferences. This study differs from previous research, which generally focuses on culinary promotions or tourist attractions, by highlighting how persuasive communication is used to influence audience responses, attitudes, and actions towards culinary choices on TikTok content. Therefore, this research fills this gap with a research focus on discussing the persuasive communication used by the @kuliner_laper account..

The reference for analyzing this research problem is the theory of persuasive communication strategies proposed by Melvin L. De Fleur and Sandra J. Ball-Rocheach. In theory, there are three persuasive communication strategies: psychodynamic, sociocultural persuasion, and meaning construction. (Suwanti Handayani & Ririh Dwiantari, 2023). Through this theoretical approach, researchers will describe how each persuasive communication strategy according to Melvin L. De Fleur and Sandra J. Ball-Rocheach in building TikTok viewers' culinary choice preferences. This research aims to understand persuasive communication on @kuliner_laper TikTok posts.

2. METHODS

This study used a descriptive qualitative approach. The descriptive qualitative type allows researchers to examine the research focus in depth, namely, the persuasive communication strategies of the TikTok @kuliner_laper account in building TikTok viewers' culinary choice preferences. Through

this approach, researchers hope to provide valuable insights into persuasive communication in the digital realm, systematically, actually, and accurately.

Data collection techniques in this research were conducted through interviews, observations and documentation. The interview process in this study was conducted with the main informant, namely, the creative team @kuliner_laper. While collecting information on supporting data sources, it was carried out on followers of the @kuliner_laper account on TikTok who have criteria in the habit of looking for culinary choice preferences from the account. In this study, observation is applied through observation of TikTok @kuliner_laper account uploads, with a focus of research observations is on content that has elements of persuasive communication. Documentation is applied by taking visual evidence in the form of screenshots of TikTok @kuliner_laper account content.

The data analysis technique was carried out by referring to the Miles and Huberman model, which includes three stages: data reduction, data presentation, and conclusion drawing. (Abdullah, Mustiawan, & Setiawati, 2024). In the first stage of data reduction, unrelated data are ignored, while data related to the research are neatly arranged to facilitate researchers in the next stage. The second stage of data presentation, in which the researcher presents data based on the results that have been summarized in data reduction. Data were presented in the form of documentation, brief descriptions, and narratives. In the final stage of drawing conclusions, the researcher describes the interpretation of the data and draws conclusions based on the findings obtained by linking the relevant theoretical framework to the problems and research topics.

3. FINDINGS AND DISCUSSION

The TikTok account @kuliner_laper is an information media in the culinary field, and as an information provider, the account has a role in connecting the audience with the culinary world. The ability to communicate persuasively plays a vital role in inviting the audience to make culinary selection decisions. Persuasive communication is defined as the process of delivering messages that aim to invite and change action. Burgoon and Huffer define persuasive communication as a process of communicators aiming to influence the opinions, attitudes, and actions of communicants in accordance with their wishes without any element of coercion. (Dia & Wahyuni, 2022). According to Anderson, persuasive communication is a form of behavior in communication that aims to change the beliefs and attitudes of a person or group with the transmission of some messages. (Mirawati, 2021).

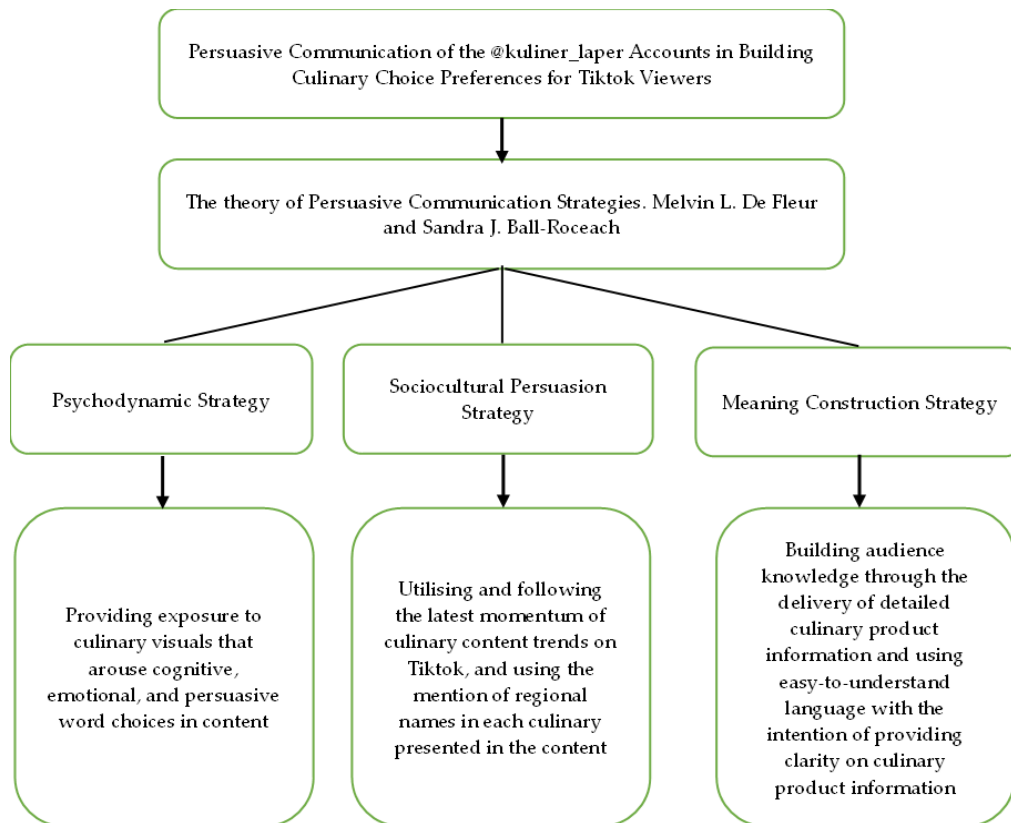


Figure 1. Melvin L. De Fleur and Sandra J. Ball-Rocheach persuasive communication strategy
Source: Researcher's data

The creator's communication is accepted by the audience if the messages designed are effective and persuasive. This is emphasized by previous research that persuasive communication requires the delivery of persuasive information, and that communication must also be supported by persuasive strategies that are in accordance with the target, and the efforts made emphasize communication planning and management (Huda, Sarinah, & Saputra, 2021), (J. D. Setiawan & Arviani, 2024). Based on this explanation, it can be understood that persuasive communication requires planning and management for the success of the message. In practice, as a content creator in the culinary field, it certainly has a persuasive communication approach and its own way of persuading the audience. In line with the above statement, this study applies the theory of persuasive communication strategies according to De Fleur and Sandra J. Ball-Rocheach, with the intention of deeply understanding the persuasive communication of the TikTok @kuliner_laper account in building the culinary choice preferences of the TikTok audience. This theory comprises psychodynamic strategies, sociocultural persuasion strategies, and meaning-construction strategies. (Rachmawati & Aji, 2023).

Psychodynamic Strategies

Psychodynamic strategy is an effort to influence psychology through actions that touch a person's emotional and cognitive aspects by delivering persuasive messages that aim to arouse

emotions to move behavior. (Agustin & Chusjairi, 2024). Based on this definition, the psychodynamic strategy is persuasive communication that focuses on a person's psychology. It emphasizes messages that are built by touching the cognitive and emotional sides to encourage the recipient's decision naturally.

In the first finding, the psychodynamic strategy carried out by the @kuliner_laper account is to provide visual display exposure. In the first step of visual exposure, the creator creates an interesting visual hook. (Pebiansyah et al., 2024). Previous research has shown that hooks play a role in increasing audience engagement. (Fadhilah & Nurjanah, 2024). In the hook section of @kuliner_laper content, the first three seconds consistently present visuals from the culinary, focusing on the hook, that is, the parts of the attraction of the culinary that arouse the audience's emotions. This is as stated by the creative team:

"To attract the thoughts and feelings of the audience, for example, in the case of stiky-milk, it's like thick chocolate, so when the front video was taken, it was Hook, his name, so Hook was the first three seconds he lifted the thick chocolate up..." (interview result, 2025)

In the content section, the creator stated that when influencing cognitive and emotional audiences, each side has its own approach to the culinary visual presentation. For viral and crowded food, the visual presentation focuses on the culinary details that are considered to be the favorites and expectations of the audience at large. Meanwhile, for foods that are widely sold or easy to find, the creator displays the uniqueness of the culinary, such as the way of processing, serving, and other uniqueness of the culinary. The uniqueness of the culinary that is easy to find plays a role in efforts to build a sense of audience interest in the culinary being watched. This is as stated by the creative team @kuliner_laper:

"...then from the content, showing the culinary visuals, if it's viral food or rarely found, we show the details that people like and are curious about. If it's a culinary that is easy to find, for example, like pecel lele, we don't just make pecel lele content, what's interesting about it, what's interesting is, for example, if you make the chili sauce, you can see it when you're mixing it, whether the chili sauce stock is mixed in a large cobek..." (interview result, 2025)

The findings above show that the visual presentation of culinary content plays an important role in attracting and influencing cognitive and emotional audiences. Visual presentation is not done carelessly; the creator seeks strategies that have an impact on persuasive communication. An attractive and tempting visual presentation is important for delivering messages about culinary. Previous research states that in culinary promotional accounts, an attractive or aesthetic appearance is the main element in attracting attention and tempting the target content's taste. (Nur & Tutiasri, 2022).

The audience stated that the visual presentation of the content plays a role in creating a stimulus or stimulation within themselves; this is obtained by understanding that the effect of visual exposure to

culinary content creates audience perceptions of the food reviewed. Previous research has also stated that elements that touch cognitive and emotional play an important role in shaping perception. (Hanif, Mustiawan, & Rahman, 2025). The audience perceived that the visuals provided created a perception of the quality of the culinary experience, so the audience's assessment of the culinary experience evoked an emotional response of hunger. This is as stated by the audience:

"...the creator is good enough in shooting the dishes, so that the effect on the audience who watches the content is like feeling hungry..."(interview result, 2025)

The findings above show that exposure to culinary visuals is an important element in touching the emotional response of the audience, and the emotional impact that occurs is the feeling of hunger while watching culinary content. The findings are similar to those of previous research, which found that visuals of culinary content, such as mukbang, significantly create hunger when not repeatedly watched. (Panjida et al., 2024). Based on the observation of the TikTok @kuliner_laper account, the visuals (Figure 2) are presented through shooting techniques in close-up and longshot. Psychodynamic strategies in visual presentation, such as showing the detailed side of culinary, culinary processing, expressions of eating dishes, and the display of thumbnail content. In addition, if the culinary content provides on-site dining, the creator displays interesting visuals of the facilities of the culinary place.

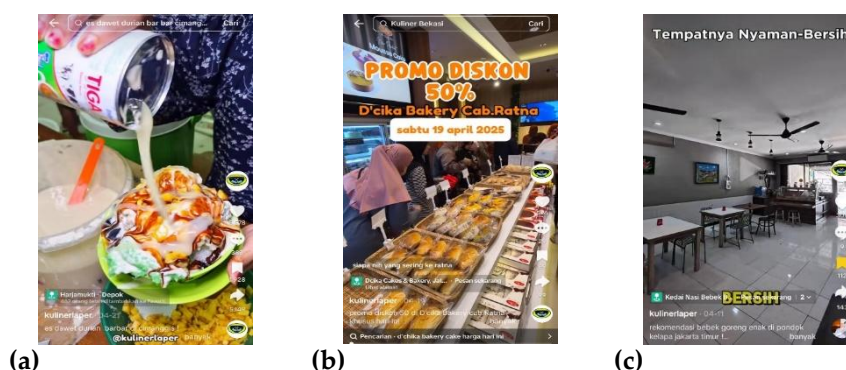


Figure 2: Persuasive content visualization (a) Persuasive visuals of culinary details. (b). persuasive visuals of the content thumbnails. (c). persuasive visuals of culinary place facilities

Source: Tiktok @kuliner_laper

Word choice is part of the psychodynamic strategy of the TikTok @kuliner_laper account. When conveying culinary information, the creator pays attention to the content of the message through the selection of words that are persuasive and attractive to the audience, this is done by the creator by delivering message information related to culinary excellence and uniqueness, besides that the creator also persuades by showing the advantages for the audience in culinary. This is as stated by the @kuliner_laper creative team:

"So basically we influence the thoughts and feelings of the audience by conveying the selection of words or messages in terms of value, uniqueness and benefits that the audience gets at the place to eat". (interview result, 2025)

The research findings show that viewers are presented with things that become their reason for visiting culinary places. The findings of previous research also state that in the promotion of culinary places, menu excellence is an aspect emphasised in the content. (Budiman, 2024). Emphasis, such as the advantages, uniqueness, and benefits that culinary systems offer, creates a sense of urgency for the audience.

The audience also shared that word choice was a strategy for cognitive and emotional influences. In the food description section, the creator plays using persuasive words to convince and persuade the audience. According to the audience, the creator conveying the culinary descriptions contained a hyperbole. The use of a hyperbole, according to the audience, is effective in providing interest in culinary information. This is as stated by the audience:

"...the way he describes the taste, the taste of the food he reviews, for example like this tastes really good, there is like what is it, he uses hyperbole, made exaggerated to make the dish interesting, it makes a sense of interest to the audience." (InterviewwResultss, 2025).

Hyperbole is defined as an expression that is exaggerated in reality. In the findings of previous research, it is stated that hyperbole is used to emphasize a point, in addition, the findings show that hyperbole has a role in encouraging emotional content targets. (Salsabilla, Hardini, & Karimah, 2025). Hyperbole is used to reinforce and attract culinary descriptions of the content of @kuliner_laper.

Based on the content analysis of the three contents, we found the selection of messages that are identical to the hyperbole majas. In the first content, the selection of persuasive messages that appear is "it tastes as good as in malls" (Figure 3 (a), in the second content "It tastes really good" (Figure 3 (b), in the third content "I guarantee that the food here is delicious" (Figure 3 (c). The choice of words creates an impression of the quality value of the culinary content, so that the effect is in the form of audience confidence and feelings towards the culinary. This result shows that the creator in packaging the words seeks to convince the cognitive, as well as involving the audience's emotions about the quality of the culinary.

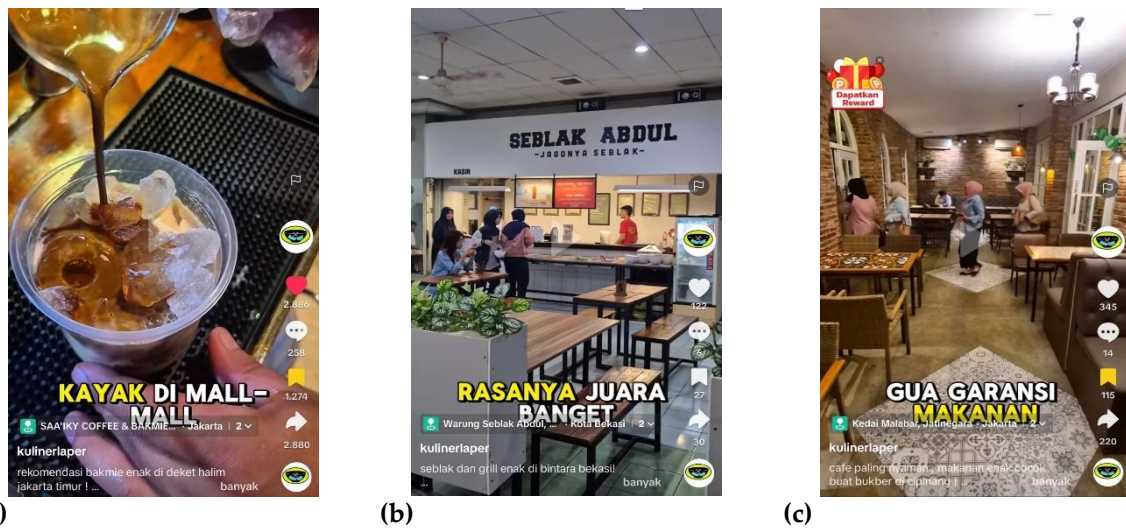


Figure 3. Use of persuasive messages. (a) persuasive message "it tastes just as good as in malls". (b). persuasive message "the taste is really good". (c). persuasive message "I guarantee that the food here is delicious".

Source: Tiktok @kuliner_laper

Sociocultural Persuasion Strategy

In a sociocultural persuasion strategy, it is assumed that changes in a person's attitude and behaviour are not entirely due to internal factors, but the environment contributes to the communication process. (Bachtiar, Unde, & Bahfiarti, 2025). Based on this definition, the sociocultural persuasion strategy is a persuasive communication strategy that emphasises messages with external factors and involves the communicant's social environment. The essence of the sociocultural persuasion strategy is that the message created must involve a state of consensus or mutual determination, and then the message created must target and receive support from the appropriate group. (Agustin & Chusjairi, 2024).

On the @kuliner_laper account, it was found that the creator in implementing this strategy is by presenting content in accordance with the current momentum, through this approach the creator takes advantage of opportunities from social situations that occur on social media, these efforts are made by following or adopting culinary trends that are in great demand by the audience, the adoption of social situations creates a situation that is identical to the common consensus in the audience environment. In addition, when applying persuasive sociocultural messages, the creator often uses a diction that is popular for the target group. The use of popular diction creates an understanding of the audience with the meaning of the word so that the messages conveyed present the values that develop in the audience's environment. This is stated by the @kuliner_laper creative team:

"From this strategy, our approach is to pay attention to the momentum that is being crowded and followed by the audience. For the use of narration, we also adjust to what attracts the target, such as for example for young people, the favorite words I use are student prices." (interview results, 2025)

In persuasive communication efforts on social media such as Tiktok, of course, content creators are required to make all adjustments to the target audience of the content, this aims to make the message conveyed effectively influence the audience, this step is like what the @kuliner_laper account does in building the culinary choice preferences of Tiktok viewers, the sociocultural persuasion activities carried out by the creator are creating content by following the momentum of culinary trends on Tiktok. This is similar to the findings of activities in previous studies, persuasive communication efforts that occur as in events, the sociocultural persuasion strategy found is the adjustment of trends that take place and are in demand by behavior target audience (Rachmawati & Aji, 2023).

In persuasive communication efforts on social media such as TikTok, of course, content creators are required to make all adjustments to the target audience of the content, this aims to make the message conveyed effectively influence the audience, this step is like what the @kuliner_laper account does in building the culinary choice preferences of TikTok viewers, the sociocultural persuasion activities carried out by the creator are creating content by following the momentum of culinary trends on TikTok. This is similar to the findings of activities in previous studies, persuasive communication efforts that occur as in events, the sociocultural persuasion strategy found is the adjustment of trends that take place and are in demand by behavior target audience:

"The content is in the message of persuasion, if I think he really adapts his preferences and adapts to the audience's environment, for example, what food is currently happening, so he will review it." (interview result, 2025)

Adjusting the latest things to the audience's environment is necessary, with the intention that the content created is in line with trends that are developing in the audience, which have the impact of encouraging interest based on external factors and the audience's environment. This is the opinion of Howell's persuasive communication technique regarding the transfer technique. William S. Howell states that persuasive communication requires touching actual environmental conditions, the goal is to encourage the target target in the delivery of persuasive communication. (Faisal & Juwita, 2024).

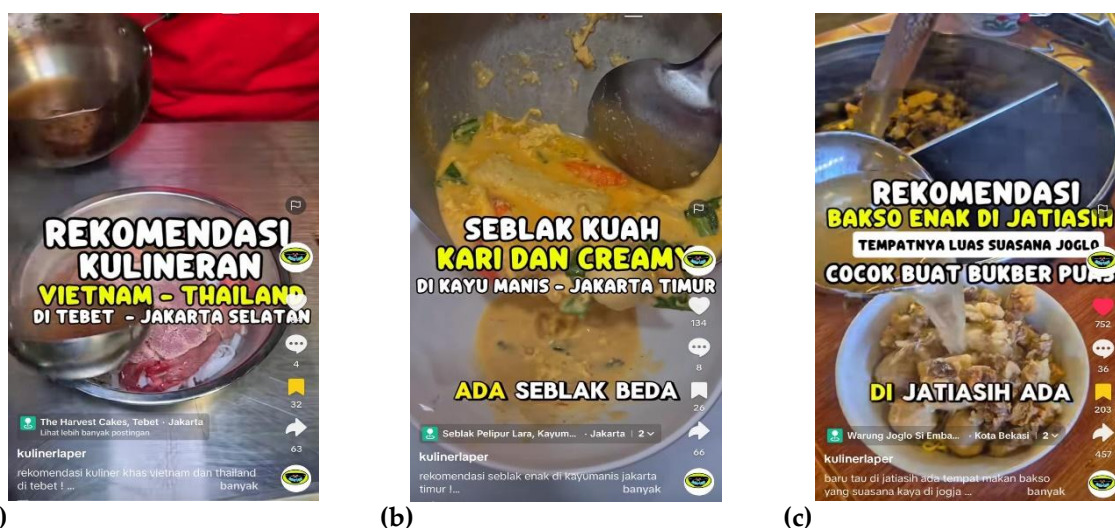
Another finding is that the sociocultural persuasion strategy lies in the region where the culinary content is located. According to the audience, mentioning the region's name creates an emotional connection, especially if the area mentioned is similar to the area where the audience lives. This is as stated by the audience:

"...With the mention of regional names, especially if for example the names of the regions mentioned are the same or still in the same region, the audience will be called, you know, like their emotions are directly hit because they feel close to factors outside of themselves". (interview result, 2025)

It is known that the @kuliner_laper account for introducing culinary places is not only centred in one region. The range of culinary places included Jakarta, Bogor, Depok, Tangerang, and Bekasi

(Jabodetabek). The mention of regional names is used to bring the audience closer to the existence of culinary places in the neighbourhood. The mention of regional names is identical to the sociocultural persuasion strategy: the name of the area is not just the location, as it creates a connection between the audience and the environment.

The findings show that the creator consistently mentions the name of the region in culinary content. Based on observations from the three contents analysed, each content mentions the name of the region at the beginning of the video, the mention is in the first content "Who often goes to Tebet but doesn't know there are Vietnamese and Thai specialties" (Figure 4 (a)), the second content "Who just found out in Kayu Manis there is a seblak different from the others" (Figure 4 (b)), the third content "Who here who just found out in Jatiasih there is a Joglo atmosphere meatball place" (Figure 4 (c)). This is in accordance with the statement of the audience interviewed.



(a) (b) (c)
Figure 4. Sociocultural persuasive strategy with mention of area names. (a) Culinary in Tebet-South Jakarta. (b). Culinary in Kayu Manis, East Jakarta. (c). Culinary in Jatiasih - Bekasi.

Source: Tiktok @kuliner_laper

The Meaning Constrution

In the meaning-construction strategy, individual behaviour change is influenced by self-knowledge. In this strategy, there are three guidelines that can be followed by persuasive messengers: building knowledge, influencing to act, and shaping meaning. (Yohana & Yulianti, 2023). The essence of applying this strategy is to focus on the understanding or meaning of messages that are easy to understand. The goal is to provide an easy understanding of the communication target by adjusting the language style, simplifying the message, and other adjustments. (Rachmawati & Aji, 2023). Based on this explanation, the meaning construction strategy is persuasive communication that focuses on

forming meaning or knowledge in individuals towards message intent through the communication process.

In an effort to shape the meaning and knowledge of the audience, the strategy was carried out by @kuliner_laper by dissecting information related to culinary products. The effort made occurs during the description section of the content and the creator conveys detailed information related to the product by involving persuasive elements. The strategy is intended to persuade the audience by providing knowledge as well as the audience's view of the quality of the culinary being informed. This is as stated by the @kuliner_laper creative team:

"...For example, like the content about meatballs, it is certain that if you eat meatballs, the meatballs are chewy, the meatballs are meaty, not just flour, and the broth is savoury. The point is to really construct from the product knowledge of the food". (interview result, 2025)

Through the strategy of meaning construction, the TikTok @kuliner_laper account conveys insights to the audience regarding the culinary content presented. The culinary is presented in detail, starting from the delivery of taste, appearance, aroma, and ingredients used, to the added value of the culinary. In this activity, the TikTok @kuliner_laper account seeks to create an understanding in the minds of the audience about the culinary products presented, which plays a role in building all the knowledge received by the audience. This allows changes in the audience's knowledge and views of culinary, which were initially unsure of the quality of the culinary, to become convinced. Previous research also states that, in culinary topic content, detailed information has the potential to strengthen viewers' beliefs. (Pratyaksa & Putri, 2024).

The above findings are evidenced by the observation of the upload of @kuliner_laper (Figure 5) entitled "Bakso 20 RB Unlimited in Deket Harapan Indah". Based on content analysis, the creator constructs a persuasive message on the meatball culinary through the delivery of descriptions that arouse interest. This strategy is also supported by a delivery style, such as dialogue with the audience, and the use of language that is easy to understand. This is as the description of the content in the content:

"...Here, the meatball system, the bakso buffet, so you take your own meatballs and toppings as much as you want for only 20 thousand. For this meatball, it's meaty, not the original meatballs, the texture of the meatballs is also chewy not mushy, for the sauce, it's delicious, savory to salty..." (observation result, 2025)



Figure 5. Description of culinary product information
Source: Tiktok @kuliner_laper

The findings are supported by the audience, who stated that the meaning construction carried out by the creator was to build audience confidence through detailed culinary depictions. In an effort to build audience meaning and knowledge, the creator uses a humorous approach and words that arouse attention. According to the audience, the delivery of messages about culinary product information is closely related to persuasive elements of the content. This is as stated by the audience interviewed:

"The persuasive elements he plays there are like the food constructs and then give a detailed description of the food, so that's the persuasive messages there, and he also always uses strange words or humor."
(interview result, 2025)

The Tiktok @kuliner_laper account in its content creation efforts focuses on the knowledge and understanding of the target content target. To achieve success in efforts to build the culinary choice preferences of the Tiktok audience, the creator makes adjustments to the information that is oriented to the characteristics of the content target. This adjustment is made with humour in the delivery of culinary product information, and the use of words that arouse attention is also not spared in the strategy. This is intended so that the audience can easily understand the culinary presented. Previous research has also stated that the meaning construction strategy in social media content is carried out through a focus on adjusting messages to the preferences and characteristics of diverse audiences. (J. D. Setiawan & Arviani, 2024). Customisation creates an understanding between the audience and the information presented by the content creator.

4. CONCLUSION

Persuasive communication builds audience preferences from De Fleur and Sandra's

perspective. Ball-Roeach focus is divided into three strategies: psychodynamic, sociocultural persuasion, and meaning construction. hook, and the overall content. In the choice of words, the TikTok @kuliner_laper account emphasises the uniqueness, superiority, and advantages of the culinary that the audience receives. In addition, the use of hyperboles is a strategy that influences the audience's psychology.

Second, persuasive communication in the sociocultural persuasion strategy is carried out by utilizing and following the latest momentum on Tiktok, the utilization of this momentum is carried out by the @kuliner_laper account by presenting culinary choices that are trending or viral, the utilization of this momentum is intended to adapt the content to the current conditions of the audience's environment, this is supported by the use of popular diction words that are adapted to the social and environmental background of the content target group, besides that, other findings show that the @kuliner_laper account uses the mention of regional names as a link between the audience and culinary delights around the audience's social environment.

Third, persuasive communication in the meaning-construction strategy is carried out by delivering information that builds audience knowledge about culinary products, and efforts to deliver information are aimed at building audience views on the quality of the culinary presented. The @kuliner_laper account consistently conveys the taste, culinary appearance, aroma, ingredients used, and the added value of the culinary product. In addition, in terms of the effectiveness of building audience knowledge, the @kuliner_laper account uses language that is easy to understand with the aim of providing clarity of information conveyed.

The results of this study provide a valuable understanding of the culinary topic content creators in persuasive communication. This research has a high level of subjectivity, so there is a need for further researchers who are more objective in measuring the impact of content and persuasive communication on decisions in determining culinary. In addition, further research should focus on certain groups that are the research targets.

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