The Literacy In Food Blog: The Modes Of Perssuasion In Anakjajan.com

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Abstract: In the digital era, food blogs have emerged as influential platforms for sharing culinary experiences and shaping consumer preferences. This study focuses on Anakjajan.com, a prominent Indonesian food blog, to analyze the persuasive strategies employed in its content and their impact on readers' food literacy. Utilizing Aristotle's modes of persuasion—ethos (credibility), pathos (emotion), and logos (logic)—the research examines how these elements contribute to the blog's effectiveness in influencing food choices. Ethos is established through the author's expertise and authentic reviews, while pathos engages readers with evocative language and appealing visuals. Logos provides factual information about food quality and dining options. A qualitative approach was employed, involving content analysis of blog posts and surveys to assess the influence of these persuasive strategies on readers' decision-making processes. The findings reveal that understanding these modes of persuasion is essential for enhancing digital literacy, as they enable readers to critically evaluate online content and make informed culinary choices.

Keywords: Anakjajan.com, culinary preferences, digital literacy, food blogs, persuasion.

1. INTRODUCTION

In the rapidly evolving digital era, blogs have become a popular platform for sharing information and experiences. One type of blog that has gained increasing popularity is the food blog, which focuses on food reviews, recipes, and culinary experiences. *Anakjajan.com* is one of Indonesia's leading food blogs, attracting a wide audience with its engaging and persuasive content. Food blogs like *Anakjajan.com* not only serve as sources of culinary information but also act as mediums that influence readers' food preferences and choices. This raises questions about how such blogs employ persuasive strategies to impact their audience. In this context, literacy becomes an important aspect to consider. Literacy encompasses not only the ability to read and write but also the ability to understand, analyze, and evaluate information. In relation to food blogs, literacy includes the readers' ability to comprehend and interpret the content presented. This study aims to analyze the modes of persuasion used in *Anakjajan.com* and how they relate to readers' literacy. By understanding the persuasive strategies employed, we can better comprehend how food blogs influence their audience's food choices and lifestyles.

In communication, modes of persuasion are techniques used to convince an audience. The three main modes often utilized are ethos (credibility), pathos (emotion), and logos (logic). Aristotle, the ancient Greek philosopher, identified these modes of persuasion, defining ethos as the credibility and character of the speaker or writer, pathos as the appeal to the audience's emotions, and logos as the use of logic and rational arguments (Aristotle, 2007). In the context of food blogs, ethos can be observed in how the author establishes

credibility as a food critic or culinary expert. This can be achieved through the use of appropriate language, in-depth knowledge of food, and relevant experience. Pathos is often demonstrated in food blogs through evocative language, detailed descriptions of food textures and flavors, and captivating photos. This strategy aims to evoke emotions and a desire in the audience to try the reviewed dishes. Logos can be seen in the presentation of facts, statistics, or objective information about the reviewed food, including ingredients, cooking methods, or nutritional value.

Anakjajan.com, as one of Indonesia's prominent food blogs, is an interesting subject for research due to its popularity and influence on culinary trends among its readers. This blog not only provides food reviews but also creates compelling narratives about culinary experiences. This study will analyze how *Anakjajan.com* employs these three modes of persuasion in its content. Understanding these strategies is crucial to grasp how food bloggers influence their readers and how this relates to digital literacy. In the digital information era, the ability to understand and analyze online content has become increasingly essential. Digital literacy, encompassing the ability to access, evaluate, and use information from various digital sources, is a critical skill for internet users (Gilster, 1997). As part of the digital media landscape, food blogs have a unique role in shaping readers' culinary perceptions and preferences. With its distinctive writing style and visually appealing photography, *Anakjajan.com* has become one of the leading influencers in Indonesia's culinary scene. Research on persuasion modes in food blogs is important as it provides insights into how online content influences consumer decisions in choosing food.

This has broader implications, not only in the culinary industry but also in public health and economics. In the context of *Anakjajan.com*, ethos can be observed in how the author builds a reputation as a reliable food critic, including consistency in posting, depth of reviews, and engagement with readers that demonstrates expertise and experience in the culinary field. Pathos is often evident in the use of evocative language and detailed descriptions of dining experiences, with photos playing a crucial role in eliciting emotional responses from readers. Logos is reflected in the factual information about restaurants, food prices, locations, and menu details. The use of logos is crucial for providing objective information to readers.

This study will also explore how the three modes of persuasion ethos, pathos, and logos in *Anakjajan.com*'s content. Understanding this interaction is crucial as it provides a comprehensive view of the persuasive strategies employed. Literacy in the context of food blogs extends beyond the ability to understand content; it also involves evaluating the

credibility of the information source. This skill is increasingly important in an era characterized by abundant online information (Livingstone, 2004). As a pioneer in Indonesia's food blogging scene, *Anakjajan.com* has significantly shaped the country's food blogging landscape. Analyzing this blog offers valuable insights into the evolution of food blogging in Indonesia.

This study used a qualitative research approach to get and analyze the data. To get the data, the writer would analyze the content of food blogs in written expression and survey the questionnaire. The writer chose famous Indonesian food bloggers who write in English (anakjajan.com). The criteria for the blog is that the reviews are located in Medan. The researcher picked each description from the blog. After that, the researcher identified and classified the sentences based on the modes of persuasion such as Ethos, Logos, and Pathos. This thesis sought to analyze the use of persuasion in food blogs. In order to get into the core meaning of the persuasion being pursued, some degree of interpretation was made (Krippendorff, 2004, The approach required a close reading of the blogs (cf. Krippendorff,2004, pp. 16, 17, 29, 30).In short, the method consisted of (a) selecting and determining the blogs to be investigated and (b) determining the research questions the writer sought to answer by analyzing the relevant blogs. Then, (c) a close reading of persuasion in the blogs was made. Finally, (d) an articulation of the meaning of the persuasion was made in terms of new analytical narratives.

The unit of analysis in this study was per utterance. Utterance means speech that is bounded by silence. One utterance could be analyzed as more than one persuasive strategy. The writer classified the persuasive utterances based on the customers' age. Furthermore, the writer also separated the data based on Beebe & Beebe's persuasive strategy theory (2012) and categorized the data into the methods of persuasive strategies. After that, the writer found the persuasive strategy that was mainly used. Then, to answer the second research question, the author used a survey to get the data about how persuasive communication strategies in Anakjajan.com influence readers' food literacy and decision-making regarding food choices.

Ultimately, this research seeks to provide valuable insights into the dynamics of food blogging as a genre and its evolution in response to changing reader expectations. By analyzing the modes of persuasion in *Anakjajan.com*, this research aims to contribute to the understanding of digital literacy, the influence of online culinary content, and the role of blogs in shaping consumer behavior and preferences in Indonesia's vibrant culinary scene.

2. REVIEW OF LITERATURE

In the digital era, literacy has transcended traditional definitions of reading and writing to include digital literacy the ability to access, evaluate, and effectively use information from online platforms. Digital literacy is crucial in an age where information is abundant and varies greatly in quality (Livingstone, 2004). Within this framework, food blogs like *Anakjajan.com* play a dual role: as sources of information and as influencers of culinary preferences and decision-making. This duality highlights the importance of readers' ability to critically interpret content, assess credibility, and recognize persuasive strategies embedded in these blogs.

Food blogging has emerged as a significant genre within digital media, serving as a platform for sharing personal culinary experiences, recipes, and reviews. Blogs like *Anakjajan.com* curate content that combines personal narratives, visually appealing media, and practical information, offering an engaging and relatable resource for readers. This phenomenon reflects a shift in consumer behavior, where online recommendations increasingly shape dining and cooking choices. Studies suggest that the persuasive power of food blogs stems from their ability to blend personal and relatable content with high-quality visuals, thereby creating a trustworthy and compelling platform for readers (Rousseau, 2012).

The effectiveness of food blogs can be analyzed through Aristotle's rhetorical framework, which identifies three modes of persuasion: ethos, pathos, and logos. These modes are foundational in various forms of communication, including digital media.

Ethos: This mode relates to the credibility and character of the communicator. In food blogs, ethos is established through consistent and authentic content, coupled with the author's expertise and knowledge of culinary trends. For instance, *Anakjajan.com* demonstrates ethos by delivering detailed and insightful reviews, showcasing an in-depth understanding of food and the dining experience. This credibility fosters trust and loyalty among readers.

Pathos: Pathos appeals to the emotions of the audience. In the context of food blogs, pathos is achieved through sensory-rich descriptions, evocative storytelling, and high-quality food photography. *Anakjajan.com* excels in creating emotional connections with readers through its vivid language and immersive visuals, evoking feelings such as hunger, nostalgia, and excitement.

Logos: Logos emphasizes logic and rationality, often by presenting factual information and arguments. Food blogs like *Anakjajan.com* incorporate logos by providing practical details about food quality, nutritional value, pricing, and restaurant locations.

The interplay of these modes significantly enhances the persuasive power of food blogs. A successful blog seamlessly integrates ethos, pathos, and logos, creating a cohesive and engaging user experience. In *Anakjajan.com*, the synergy between credibility, emotional engagement, and logical content strengthens its influence on readers' preferences and decision-making processes. Visual elements are a cornerstone of food blogging, significantly contributing to its persuasive impact. High-quality food photography stimulates readers' senses and enhances the emotional appeal of the content, aligning closely with the principles of pathos.

Studies have highlighted the effectiveness of visually rich content in increasing user engagement and information retention (Rousseau, 2012). *Anakjajan.com* leverages this by integrating captivating visuals that complement its narratives, creating a more immersive and persuasive experience for readers.

Transparency and ethical integrity are critical in establishing trust with an audience. Disclosing sponsored content and maintaining objectivity in reviews are key ethical considerations for food bloggers. Readers value authenticity, and bloggers who prioritize ethical practices tend to build stronger relationships with their audience. *Anakjajan.com* navigates these challenges by balancing commercial interests with a commitment to providing honest and credible content, reinforcing its ethos and maintaining its audience's trust. Readers' ability to critically engage with content is central to their digital literacy. In the context of food blogs, digital literacy encompasses recognizing persuasive techniques, evaluating the credibility of reviews, and making informed decisions based on the presented information. Blogs like *Anakjajan.com* play an essential role in fostering this literacy by providing information and encouraging interaction among readers, cultivating a sense of community while influencing culinary choices.

The modes of persuasion ethos, pathos, and logos are integral to the effectiveness of food blogs like *Anakjajan.com*. These rhetorical strategies, combined with visually compelling content and ethical practices, make food blogs powerful tools for shaping readers' culinary preferences and decision-making processes. As digital literacy becomes increasingly important, understanding how these blogs utilize persuasive techniques provides valuable insights into the dynamics of digital communication and its broader influence on consumer behavior. This analysis underscores the evolving role of food blogs as both information hubs and influential platforms in the digital media landscape.

3. METHOD

This study used qualitative approach. In order to get the data, the writer would analyze the content of food blogs in written expression. The writer chose famous Indonesian food bloggers who write in English (anakjajan.com) and for answering second research question author uses cross-sectional survey design to explore the role of persuasiveness in blog to their preferences and how their decision making based on the description in foodblog (anakjajan.com) . Cross-sectional surveys are widely used in the social sciences to collect data on behavior, attitudes, understanding, and opinions at a specific point in time (Polit & Beck, 2014; Sedgwick, 2014),The criteria for the blog is that the reviews are located in Medan. The researcher picked each description from the blog. After that, the researcher identified and classified the sentences based on the modes of persuasion such as Ethos, Logos, and Pathos. This thesis sought to analyze the use of persuasion in food blogs. In order to get into the core meaning of the persuasion being pursued, some degree of interpretation was made (Krippendorff, 2004, The approach required a close reading of the blogs (cf. Krippendorff,2004, pp. 16, 17, 29, 30).In short, the method consisted of (a) selecting and determining the blogs to be investigated and (b) determining the research questions the writer sought to answer by analyzing the relevant blogs. Then, (c) a close reading of persuasion in the blogs was made. Finally, (d) an articulation of the meaning of the persuasion was made in terms of new analytical narratives.

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Author design about 8 question multiple choice and one open minded question (4 for question for answering the question "prefernces trough the content that delivered in foodblog and then 4 more specifically focusing about and how their decision making.)

List of the questions :

A. Section 1: Preferences for Dishes

1) Do you feel that the food descriptions in Anakjajan.com help you imagine the taste and texture of the dishes described?

2) Do descriptions mentioning food weaknesses, such as 'the cake was too sweet for our taste,' affect your decision to avoid the dish?

3) Do evaluations such as 'pricey but worth every penny' make you more interested in trying the dish even though it is expensive?

4) Do descriptions emphasizing the uniqueness of a dish, such as 'cannot be found anywhere else,' affect your preference for the dish?

B. Section 2: Making decision in choices that delivered

1) How often do you decide to try a new restaurant or dish after reading a description in food blog (for instance anakjajan.com)?

2) Does the blogger's opinion, such as 'not my personal favorite,' influence your decision to try or not try a dish?

3) Do you feel that food descriptions including cultural or historical contexts, such as 'Medan is famous for Durian,' increase your interest in trying the dish?

4) How significant is the role of specific recommendations, such as 'Martabak Piring Murni is a must-try,' in determining your food choices?

4. FINDINGS AND DISCUSSION

The Modes of Persuassion in Anakjajan.com

1. **Ethos**

   a) **Ethos through the experience**

   In order to categorize the sentences on the blogs as Ethos, the writer found that the bloggers show their credibility by sharing their experiences or providing knowledge about other information. In sharing their experiences and reviewing the food and services, the bloggers need to deal with their emotions so that the readers can feel what the bloggers feel at the moment. *"Medan style rice noodle with tender duck meat served with a very flavorful rich duck broth. It is very tasty and special you cannot find anywhere else."* The use of definitive

statements like *"very tasty and special"* and *"you cannot find anywhere else"* asserts the blogger's confidence and intimate knowledge of this dish. This aligns with the article's findings that sharing personal impressions builds credibility with readers. *Nasi Campur at Asan is one of the main reasons why we come to Medan!!"* The enthusiasm in *"one of the main reasons why we come to Medan!!"* highlights the blogger's emotional investment and extensive experience with this food.

b) **Citing Reliable Sources**

To determine ethos, more needs to be done than just sharing the bloggers' experiences. Ethos can also be found by providing reliable information. **Bakmie Hock Seng:** *"One of the most famous noodle places at Medan."* The phrase *"most famous"* leverages the restaurant's reputation, suggesting the blogger's familiarity with local culinary icons. **Tip Top Restaurant:** *"If Jakarta has Ragusa, then Medan has Tip Top."* Drawing a comparison to the iconic Ragusa in Jakarta situates Tip Top within a well-known cultural framework, establishing ethos through association with another credible culinary landmark.

c) **Demonstrating Goodwill**

Ethos requires a personal relationship with the audience (Ronald, 1990), or in other words, the speaker or the blogger needs to build a personal communication with the audience or readers. **Kari Tabona:** *"You cannot leave Medan without having Kari Tabona."* The use of *"you"* directly addresses readers, making the recommendation feel personal and tailored, a hallmark of effective goodwill. **Ucok Durian:** *"Your visit to Medan will never be complete without having it."*

The statement positions the dish as integral to the Medan experience, implicitly guiding readers while establishing the blogger's authority as a trusted guide.

2. **Pathos**

a) **Happy/satisfactory emotions**

The bloggers express a lot of happiness or satisfactory emotions throughout the blogs when they have to give a review on food and place. For instance: **Popiah Yose Rizal** The personal touch "AnakJajan personally enjoyed" and the use of "crunchy lettuce" emphasize the satisfaction of the food experience, making the reader feel connected to the writer's joy and preference. Though it's a less intense emotional appeal than some others, it still evokes

enjoyment.then antoher one, **Es Krim Ria** ,Describing the flavors of the ice cream as "soo good" and recommending the corn and passionfruit flavors, paired with the description of the blended avocado juice, creates a sense of indulgence and delight that strongly appeals to taste and enjoyment.

b) **Dissapointed**

As bloggers, they are expected to review everything honestly. So, readers will not only find the positive or good things about the place, but also all the negative or unpleasant experience. **Bakmi Hockseng** "One of the most famous noodle places at Medan, they serve Hokkien style noodle with thick noodle, fish ball, crab meat, prawn, fish cake and egg. **Not my personal favorite** but my friend loves it."Within the sentence like that it belongs to how blogger feels about the food.It is representation that the bloger doesn't like it.**Soto Sinar Pagi** Famous for its Medan style soto or meat curry soup, this place is very crowded. It was nice but **unfortunately it was not very special for us**.Thats shows the an usual food that blog eat,so the blogger feels nothing special in this kind of food.

c) **Communicate to the readers directly**

The last thing bloggers do to connect their emotions and feelings with their readers is to communicate with them directly. Here, the bloggers tend to use "*you*" directly to the readers, aiming readers to be able to connect with the audience.for example in description of the food **Tip Top Restaurant** that says "If Jakarta has Ragusa, then Medan has Tip Top, an old school classic restaurant, bakery, cake and ice cream shop since 1934. **Here you can try their old school classic cakes** or ice cream or main courses, AnakJajan saw most of the guest here order their main courses especially the fried rice and bistik menu."

3. **Logos**

a) **Facts or research**

According to yourdictionary.com "fact" (n.d), fact is something that is true and it has been proven. For instance:Bakmie **Hock Seng Description**: *"One of the most famous noodle places at Medan, they serve Hokkien style noodle with thick noodle, fish ball, crab meat, prawn, fish cake and egg. Not my personal favorite but my friend loves it."* The detailed breakdown of ingredients ("thick

noodle, fish ball, crab meat, prawn, fish cake, and egg") provides factual information about the dish's components, appealing to the reader's logical understanding of the dish's variety and richness.

b) **Common-sense information**

According to Snir (2015), common sense is defined as something concrete, self-evident beliefs and judgements, and accepted by others. So, the writer concludes that common sense is something that is make sense and it deals with experience ofa person which is accepted by others. For example:Asia Mega Mas descriotion " Known as the biggest China town at Medan, Asia Mega Mas is a very big and crowded complex full with various stalls from food to fashion. This place is very crowded but we didn't find any exceptional dish besides the variety."By so we know the statement "biggest china thown in medan" it also means that people will gathering to that place with various purposes.

c) **Value**

Ucok Durian description "Medan is very famous for Durian and your visit to Medan will never be complete without having it. The most famous place to have durian would be Ucok Durian where you can pick your own durian and enjoy it right away or have it wrapped in a box and bring it as souvenir to your durian lover relatives."It means implicitly,the blogger says that it will incomplete until you try ucok durian in your adventure.``

Students preferences and decision making through the content

1. **Students preferences through the description of the food in anakjajan.com**

As explained above there are 4 question that specifically discuss about the preferences.So below are the result from the questionnaire that we have been conduct.Within the option that delivered by the researcher (strongly agree,agree,neutral,disagree,strongly disagree).

a. "Do you feel that the food descriptions in Anakjajan.com help you imagine the taste and texture of the dishes described?"

About 52,4% agree with this statement, About 23,8% strongly agree,and the other choose to be neutral about 23,8 %.

b. Do descriptions mentioning food weaknesses, such as 'the cake was too sweet for our taste,' affect your decision to avoid the dish?

Both the option neutral and Agree are the same which is about 38,1 % (accumulate from both of them is 68,2 %), about 14,3 % strongly agree,and the other about 9,5% disagree.

c. Do evaluations such as 'pricey but worth every penny' make you more interested in trying the dish even though it is expensive?

About 42,9% neutral with this statement, About 28,6% agree 19% strongly agree,and the other choose to be disagree about 9,5%.

d. Do descriptions emphasizing the uniqueness of a dish, such as 'cannot be found anywhere else,' affect your preference for the dish?

42,9% choose to be neutral, About 38,1 % agree,14,3 strongly agree and 4,8% disagree.

More specifically,there are several points that we can get from the data.Which is:

Sensory Appeal is Crucial:

The descriptions are effective in helping students imagine the taste and texture of the food, with 76.2% either agreeing or strongly agreeing with this statement. This highlights that vivid sensory details significantly enhance engagement and influence preferences. Students are drawn to descriptions that evoke rich flavors, unique textures, and memorable experiences.

Honest Critiques Have Mixed Impacts:

Mentioning weaknesses, such as overly sweet flavors, had a varied effect. While over half of the students (52.4%) agreed or strongly agreed that such critiques could influence their decisions, a sizable group remained neutral. This suggests that honest evaluations can add credibility but may not universally discourage readers, as perceptions of taste are subjective.

Value and Price Sensitivity:

Statements like "pricey but worth every penny" had a moderate impact, with nearly half of the respondents showing interest. However, 42.9% remained neutral, reflecting the importance of justifying higher costs with additional persuasive details. Students appreciate value-based descriptions but may hesitate if the justification is not compelling enough.

Uniqueness as a Motivator:

Claims of exclusivity, such as "cannot be found anywhere else," influenced over half of the respondents. However, the significant neutral responses (42.9%) indicate that specific sensory or experiential details need to support such claims to resonate more strongly.

2. **Decision making through the content of food blog (anakjajan.com)**

    e. How often do you decide to try a new restaurant or dish after reading a description in food blog (for instance anakjajan.com)?

        40% choose to be disagree, About 30% neutral,20% agree,both of totally agree and totally disagree are the same which is 5% .

    f. Does the blogger's opinion, such as 'not my personal favorite,' influence your decision to try or not try a dish?

        40% choose to be neutral, About 25 % agree,20% disagree,10 % totally agree,and 5% totally disagree .

    g. Do you feel that food descriptions including cultural or historical contexts, such as 'Medan is famous for Durian,' increase your interest in trying the dish ?

        65% choose to be agree, About 20 % strongly agree,10 % neutral,5 % strongly disagree.

    h. How significant is the role of specific recommendations, such as 'Martabak Piring Murni is a must-try,' in determining your food choices?

        40% choose to be neutral, About 35 % agree,20 % strongly agree,5 % disagree.

So by that, The results reveal that students' decision-making based on food blog content, such as Anakjajan.com, is shaped by specific elements, though its overall influence remains moderate. A significant portion of students (40%) disagreed with frequently trying new dishes or restaurants after reading food blogs, with 30% remaining neutral. This indicates that while blogs might provide inspiration, other factors like personal preferences or convenience play a larger role in their choices. Bloggers' personal opinions, such as "not my personal favorite," also showed limited impact, with 40% choosing neutral and only 35% expressing agreement, suggesting that students view such statements as subjective.

On the other hand, cultural and historical details in food descriptions strongly resonate with students. A majority (85%) agreed or strongly agreed that contextual elements, like "Medan is famous for Durian," heightened their interest in trying dishes. Specific recommendations, such as "Martabak Piring Murni is a must-try," also played a

moderately significant role, with 55% finding them persuasive. These findings highlight the importance of adding unique narratives and actionable endorsements to enhance the influence of food blogs.

Overall, food blogs like Anakjajan.com are more effective when they connect food to its cultural identity and provide compelling, specific recommendations rather than relying solely on personal opinions. Students appear to value content that enriches their understanding of the food's background and uniqueness, which can inspire decisions. However, the mixed impact of general descriptions and subjective opinions underscores the need for balanced, relatable, and inclusive writing that appeals to diverse preferences.

5. CONCLUSION

The findings on preferences and decision-making highlight how descriptive content in food blogs like Anakjajan.com influences students. Sensory appeal plays a vital role in shaping preferences, with a majority of students responding positively to vivid details about taste and texture. However, honest critiques and value-based descriptions show mixed impacts, as not all students rely on these factors for their choices. Claims of exclusivity and uniqueness moderately motivate preferences but need supporting details to make a stronger impact.

Decision-making is influenced by cultural and historical contexts, which significantly enhance interest in trying dishes. Specific recommendations, such as highlighting must-try items, are also moderately impactful, while bloggers' personal opinions or generalized descriptions carry less weight. Despite this, decision-making based on food blogs is relatively restrained, as many students remain neutral or disagree about regularly trying new dishes based solely on these recommendations.

Overall, the influence of food blogs on preferences and decision-making depends on the depth and relatability of the content. While sensory appeal and cultural narratives resonate well, subjective opinions and value judgments have limited sway. Blogs that integrate detailed descriptions, cultural context, and clear endorsements are more likely to engage students and influence their culinary choices effectively.

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