

ABSTRACT

VELA ASTIKA RISTIKA, 10821959

Analysis of Persuasive Communication Regarding Typical South Korean Food from the Perspective of Followers of the Tik Tok Account @Stevanyhany

Keywords: Persuasive Communication, Typical South Korean Food, TikTok, @Stevanyhany, Followers, Kpopers, Culinary Exploration, Cultural Imperialism Theory, Persuasive Principles.

xiii + 45 + Appendices

This research aims to analyze persuasive communication regarding typical South Korean food from the perspective of followers of the TikTok account @Stevanyhany. Using a qualitative approach and Cultural Imperialism Theory, this research explores how the content presented by @Stevanyhany influences the food preferences of Kpopers in Indonesia through exploring South Korean culinary delights. Through analysis of uploaded video content, this research identifies the persuasive principles used in the content, such as selective exposure, audience participation, inoculation, and magnitude of change. The research results show that @Stevanyhany's content has a significant role in shaping followers' perceptions and interest in South Korean food. With a deep understanding of South Korea's consumption culture and food consumption trends, this research contributes to understanding the role of social media in changing consumer preferences.

Bibliography (2004-2023)