

Communication Model Of Culinary Content On The Instagram Account @maumakanchanel

Yasmin Dhea Fernanda^{1)*}, Zuhriah²⁾

¹⁾Department of Communication Science, Faculty of Social Sciences, State Islamic University of North Sumatra, Indonesia

²⁾State Islamic University of North Sumatra, Indonesia

*Corresponding Author

Email: yasmin0603212033@uinsu.ac.id

Abstract

This article examines the persuasive communication model in culinary content produced by the Instagram account @maumakanchanel, which serves as a popular reference for promoting local culinary businesses in Medan City. The urgency of this study lies in the role of social media as a strategic promotional platform for micro, small, and medium enterprises (MSMEs), where visual and narrative communication acts as the primary instrument in influencing public consumption preferences. This study employs a qualitative method with a descriptive approach aimed at illustrating the dynamics of messages and persuasive communication strategies in digital content. Data collection techniques include content observation, in-depth interviews with eleven informants comprising account owners, administrators, and active followers, as well as digital documentation. Data analysis was conducted using the Miles, Huberman, and Saldana model, encompassing data condensation, data display, and conclusion drawing. The results indicate that persuasive message construction is formed through a combination of central and peripheral routes as outlined in the Elaboration Likelihood Model (ELM), emphasizing communicator credibility, appealing food visuals, and emotionally engaging, distinctive language styles. The study concludes that the integration of authentic communicator motivation, visual-verbal strategies, and an in-depth understanding of audience dynamics is crucial for the success of culinary communication on social media.

Keywords: *Communication Model, Culinary Promotion, Influencer, Social Media*

INTRODUCTION

The digitalization of communication has transformed conventional marketing paradigms into ones that are more visual, interactive, and network-based (Munandar, 2023). Instagram has become one of the dominant platforms used in promotional strategies, especially by Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector. Appealing food visualizations and narratives that build emotional engagement are key elements in attracting consumer attention in the digital realm (Fauzi et al., 2021; Ponirah et al., 2021; Yuliani, 2022).

The culinary industry in Indonesia has shown significant growth, with MSMEs serving as one of its main drivers. According to data from the city of Medan, the value of transactions for food and beverage products listed in the Local Electronic Catalog reached IDR 26.7 billion in 2022, and between January 1 and February 6, 2023, transactions had already reached IDR 1.04 billion (Pemerintah kota Medan, 2023). This data indicates a high level of public interest in local culinary products and a great potential for MSMEs to expand their market reach. This achievement is inseparable from the role of effective promotion, including through social media, which is increasingly dominant in modern marketing strategies (Ramadani Tommy Anugrah & Syahrinullah, 2023).

The role of social media in influencing culinary consumption preferences is becoming increasingly strategic (Aisyah Dwityas et al., 2020; Fadillah et al., 2023). The Instagram account @maumakanchanel serves as a promotional channel that leverages visual content and local

narratives to introduce various traditional foods of Medan. This account does not only display food documentation, but also incorporates elements of humor and distinctive regional dialects that strengthen cultural identity while creating psychological closeness with the audience.

David Berlo's SMCR communication model serves as an initial framework in analyzing the message dynamics on the account. Evan, as both communicator and content creator, constructs messages in the form of videos that are distributed via the Instagram channel to his followers as receivers. These messages are packaged with persuasive elements aimed at shaping the attitudes, interests, and decisions of the audience regarding the culinary products being promoted (Muyanga & Phiri, 2021).

Effective persuasive communication is not only determined by the strength of the information, but also by the ability to build emotional connections (Fernández-Hoya & Cáceres Zapatero, 2022). According to Emilia Bassar, the success of persuasion lies in the communicator's ability to touch the emotional side of the audience, thereby generating positive responses that lead to action (Bassar & Impron, 2022). This is reflected in Evan's unique and authentic communication style, such as the opening "Assalamualaikum hehehe wak..." which immediately marks local identity and creates a familiar impression.

The growing consumption of culinary content on social media reflects a shift in how society determines food preferences from previously relying on direct recommendations to being influenced by visuals and digital narratives (Abbas et al., 2021; Permana & Pratiwi, 2021). Platforms such as Instagram enable sensory experiences mediated visually to influence perceptions of taste, quality, and appeal of a culinary product without the need for direct tasting (Widyadhana & Anne Ratnasari, 2022; Wisnu Widjanarko et al., 2022).

In this context, culinary accounts like @maumakanchanel do not merely function as information transmitters, but also as strategic actors in shaping collective tastes and creating local consumption trends. The ability to build emotional connections through dialect, humor, and distinctive visuals makes culinary content a complex form of communication transcending mere product promotion to become representations of culture, identity, and the social aspirations of digital audiences (Qorib et al., 2022).

The account @maumakanchanel now has more than 25,000 followers and has become one of the popular culinary references in Medan. Its appetite-inducing video formats, light yet informative narratives, and down-to-earth presentations demonstrate a complex but effective communication strategy. The use of the Medan dialect, background music choices, concise captions, and hidden locations are all part of a narrative strategy worthy of further study. The effectiveness of content communication does not rely solely on the message content but also on interaction strategies, use of hashtags, posting rhythms, and collaboration with other industry players. This study aims to identify the communication model used by the @maumakanchanel account and evaluate its influence on audience perception and behavior.

This study will also consider various other factors that potentially affect communication effectiveness. These factors include interaction with followers, hashtag usage, and collaboration with influencers. By analyzing these elements, a more comprehensive picture of the communication strategies employed by @maumakanchanel can be obtained. This research is expected to provide recommendations for account owners and culinary industry players in optimizing their content on social media.

This study also carries significant urgency, as it can offer insights into how communication in culinary content can influence consumer behavior especially in terms of food and dining place choices. By understanding the strategies used by @maumakanchanel, culinary business owners and marketers can develop more effective approaches in promoting their products on social media. Although many studies have examined persuasive communication on social media, there is still a gap in research that specifically analyzes culinary content in applying persuasive

communication strategies in this context. This study aims to fill that gap by analyzing the content produced by the @maumakanchanel account and investigating its impact on the audience.

The study of culinary content communication on social media requires a deep understanding of message delivery dynamics, patterns of digital interaction, as well as the visual and narrative strategies used to build audience engagement (Tresnawati & Prasetyo, 2022). Technological developments have driven a shift in how individuals access information, including in selecting food products. Culinary content no longer merely conveys information about taste and location but also creates emotional experiences through imagery, language, and distinctive presentation styles (Ramaputra & Afifi, 2021).

This study adopts Carl I. Hovland's theory of persuasive communication to understand how messages in culinary content are designed to influence audience attitudes through source credibility, message structure, and recipients' psychological responses (Hovland et al., 2014). This theory is further developed using the Elaboration Likelihood Model by Richard E. Petty and John T. Cacioppo, which divides the process of message reception into central and peripheral routes. In the context of the @maumakanchanel account, the central route appears in the delivery of information such as pricing and taste, while the peripheral route is reflected through local dialects, visual expressions, and emotional elements that foster closeness with the audience (Petty & Briñol, 2012). The combination of these two theories enables a comprehensive analysis of how culinary content is packaged to persuade, build trust, and influence consumption decisions.

In this regard, the researcher compiles several previous studies and a research map from Open Knowledge Map to identify differences, similarities, and relevant research gaps concerning persuasive communication in culinary content on social media. This collection of studies forms a crucial foundation in emphasizing the urgency and contribution of this research to the development of communication studies, particularly in the realm of digital communication and social media-based promotion for MSMEs, as follows:

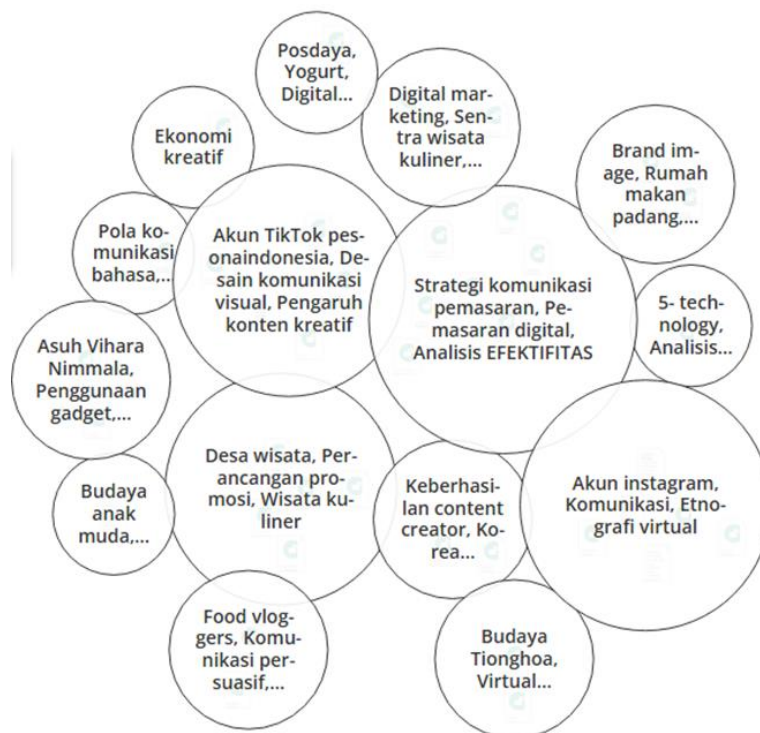


Figure 1. Map of Previous Studies
Source: Open Knowledge Map (2025)

The image above illustrates a map of previous research indicating the interconnection between culinary communication models on social media and various interdisciplinary themes

such as digital marketing communication strategies, virtual ethnography, the role of content creators, as well as local and global cultural values. The dominant focus within these clusters centers on the effectiveness of digital communication in promoting culinary tourism, particularly through platforms such as Instagram and TikTok, utilizing visual and persuasive narrative approaches. Moreover, the connection with cultural elements—such as Chinese culture, youth culture, and the use of language and visual symbols—shows that culinary communication on social media is not merely informative but also reflective of identity construction and public taste. These studies also reveal how culinary content functions not only as a promotional medium but also as a vehicle for mediating values, technologies, and dynamically evolving creative communication trends.

Research by Fani Syaifillah and Karin Amaranggana (2023) aimed to examine the effectiveness of persuasive messages on the Instagram account @darihalte_kehalte in promoting culinary tourism to public transportation users. The findings revealed that the account successfully built audience trust and engagement through informative narratives and visually appealing content. The study concluded that persuasive communication on social media is effective in shaping audience perceptions and interest in culinary locations, especially when employing approaches aligned with users' lifestyles.

A study by Ghifari and Zulfebriges (2023) explored the use of culinary content as a means of promoting MSMEs through digital information media. The research aimed to analyze the use of diction and messages based on local culture, particularly Sundanese, in creating content appeal. The findings demonstrated that the use of distinctive expressions such as ngabibita and ngareunah euy fosters strong cultural identity in promotional messages. The study concluded that the integration of local culture and brand character significantly determines the success of persuasive communication in MSME culinary promotion.

The study by Dessart and Pitardi (2019) aimed to understand how brand storytelling drives consumer engagement on social media. Through an analysis of user comments on Dove's campaign videos, it was found that narrative elements such as clear storylines and relatable characters successfully evoked emotional responses and active audience participation. The study concluded that authentic storytelling strategies are effective in building consumer attachment and brand loyalty.

Last, study by Permana and Pratiwi (2021) shows that Instagram was effectively used by the @deliciousbali community to market culinary businesses. The results indicate that engaging visual content and user interaction increased consumer interest and reach. These findings affirm that Instagram plays a strategic role in digital culinary promotion, concluding that social media can enhance business competitiveness in the online era.

Unlike previous research, this study specifically analyzes persuasive communication strategies in culinary content produced by the Instagram account @maumakanchanel, focusing on the integration of visual elements, local dialects, and personal narratives used by the creator to establish emotional closeness and influence audience decisions. This research not only examines the effectiveness of messages in attracting attention but also evaluates the communication process through theoretical models, namely Hovland's persuasive communication theory and the Elaboration Likelihood Model. The focus on Medan-based cultural content and its distinctive narrative approach contributes new insights into understanding the dynamics of culinary communication in local digital spaces.

RESEARCH METHODS

This research employs a qualitative method with a descriptive approach to provide an in-depth depiction of the persuasive communication model in culinary content on the Instagram

account @maumakanchanel (Creswell & Creswell, 2022). This approach was chosen because it allows the researcher to holistically and contextually explore the meanings, narratives, and visual strategies used in digital communication. The aim of using this method is to understand how persuasive communication elements are constructed and received by the audience within the context of social media, not through statistical measurement, but through the interpretation of meanings drawn from real interactions and directly observed content.

The sources of data in this study consist of primary and secondary data. Primary data were obtained through observation of video content, interviews with the content creator and the audience, as well as digital documentation to complement field data. Secondary data include various scholarly literature, journals, media articles, and previous research findings relevant to the themes of persuasive communication, social media, and culinary content. The combination of these two data types aims to strengthen the validity of interpretations and provide adequate theoretical context in analyzing the studied communication phenomenon.

Data collection techniques were carried out through observation, interviews, and documentation. Observation was conducted on the video content uploaded by the @maumakanchanel account, focusing on persuasive communication elements such as visuals, narratives, captions, music usage, and audience reactions. In-depth interviews were conducted directly with the content creator and several active audience members to gain an understanding of their perceptions, attitudes, and engagement with the conveyed messages. Documentation was used to record interactions, content screenshots, and the processes of observation and interviews as a form of data verification. Informants were selected using purposive sampling with the following criteria: actively working as a culinary content creator with a minimum of 20,000 followers, consistently involved in the @maumakanchanel team (especially Evan), and actively engaging as followers who interact through comments or responses to the account's content.

The collected data were analyzed using the Miles, Huberman, and Saldana analytical model, which consists of three main stages: data condensation, data display, and conclusion drawing. Data condensation was carried out by reducing and filtering key information from observations, interviews, and documentation. Data were displayed in the form of matrices, narrative quotes, and thematic categorizations to systematically identify communication patterns. Conclusions were drawn iteratively, by continuously referring back to theory and the contextual findings in the field (Miles et al., 2021). To ensure data validity, source triangulation was employed by comparing data from the content creator, the audience, and direct observations to verify the consistency and accuracy of the research findings. This approach enables the research results to be credible, objective, and relevant to the dynamics of contemporary digital communication (Flick, 2020).

Table 1. Research Informants

No	Name	Age	Status
1	E	28	Primary Informant
2	N	24	Primary Informant
3	DY	39	Primary Informant
4	DH	23	Primary Informant
5	RR	22	Primary Informant
6	WY	29	Primary Informant
7	BA	25	Primary Informant
8	PA	22	Primary Informant
9	AP	20	Primary Informant
10	EI	31	Primary Informant
11	AM	24	Primary Informant

Source: Researcher's Preliminary Observation (2025)

RESULT AND DISCUSSION

The Construction of Persuasive Messages in @maumakanchanel Content

In-depth observations combined with interviews involving eleven active informants consisting of account owners, managers, and followers of @maumakanchanel reveal that the construction of persuasive messages in the content is not solely reliant on food visuals. Each post utilizes suggestive narratives, emotionally charged language, and an emphasis on deliciousness, affordability, and local uniqueness as core strategies to enhance appeal. Informants consistently highlighted the emotional engagement triggered by expressions such as “assalamualaikum, hehehe wakkk”, “yok cobain”, and “jangan sampai ketinggalan buruan kesini”, which indirectly form a perception of superiority toward the culinary objects showcased. This pattern demonstrates that persuasive messages are constructed through a synthesis of consumer logic, sensory impressions, and social imagery, encouraging the audience not merely to observe but to imagine a personal culinary experience.

Table 2. Persuasive Messaging in @maumakanchanel Content

Informant	Subtheme	Transcript	Finding
E	Motivation and Communication Goals	The purpose started from a love for snacking... always use #bantuUMKMkecil	Personal motivation consistently strengthens ethos in persuasive communication.
E	Visual Narrative Elements	The title must be interesting... the food visuals are appealing.	Visuals and titles serve as peripheral cues within the Elaboration Likelihood Model (ELM).
E	Direct Appeals and Jargon	Usually ends the video with “yok cobain”... signature jargon “assalamualaikum, hehehe wakkk”.	Calls-to-action enhance persuasive intent through repetition and communication distinctiveness.
N	Creative Strategies and Trend Adaptation	Following trends from other creators, realized in our own style.	Trend adaptation through a distinctive style fosters persuasive messages based on relevance and social proximity.
DY	Loyalty and Emotional Response	I'm loyal because the content always makes me hungry and eager to try.	Content fosters emotional engagement through visual stimulation and imagination.
DH	Loyalty and Personal Inspiration	I'm loyal, this account is part of my daily routine for cooking ideas.	Message integration into routines increases internalization of persuasive messaging.
RR	Content Variety and Accessibility	Affordable food content that fits students' budgets.	Persuasive messaging through affordability framing creates social resonance.
WY	Informational Appeal and Interactivity	Creative, informative content that entices and is not boring.	Content creativity fosters cognitive engagement and audience interactivity.

BA	Limited Social Influence	I don't follow regularly, just followed because my girlfriend recommended it.	Persuasive messaging shaped through social proof, though engagement remains partial.
PA	Effect of Personal Credibility	If it's recommended by Evan, it's guaranteed to be good; his expressions never lie.	Communicator credibility (ethos) enhances persuasive effect interpersonally.
AP	Signature Style and Visual Appeal	I like his speaking style... "assalamualaikum hehe wak," the visuals are tempting.	Verbal and visual style combination forms memorable and effective persuasive cues.
EI	Geographic Limitations in Persuasion	Interested, but the locations are too far from where I live.	Geographical barriers limit persuasive effectiveness despite appealing content.
AM	Influencer Effect and Virality	Content with lots of views and famous influencers grabs my attention.	Virality and collaboration amplify persuasive appeal through social amplification.

Source: Processed by Researcher (2025)

The table above illustrates that persuasive messaging on the Instagram account @maumakanchanel is constructed through a structured blend of visual, verbal, and emotional communication strategies. Its primary strength lies in the authenticity of the account owner's motivation supporting local MSMEs conveyed through consistent and personal narratives. This contributes to strong communicator credibility (ethos), enhancing audience trust and positioning the account not merely as a culinary promoter but as an agent of social values. The commitment to honest reviews on taste and halal certification further strengthens the account's position within the central route of persuasion, where audiences are convinced by the communicator's integrity and values (John & De'Villiers, 2020).

From a message strategy perspective, the strength of visual presentation such as enticing food imagery, angle composition, and provocative headlines serves as a dominant initial attractor. These elements play a crucial role as peripheral cues in the Elaboration Likelihood Model (ELM), drawing audience attention before deeper elaboration occurs. Direct appeals like "yok cobain" and signature jargon such as "assalamualaikum, hehehe wakkk" function not merely as stylistic expressions but also as persuasive techniques that utilize repetition and reinforce the communicator's identity. This style fosters parasocial interaction, where audiences feel a personal and informal connection with the creator, thereby enhancing emotional persuasive effectiveness (Zhang & Lee, 2023).

From the content production perspective, the creative strategy of the @maumakanchanel team shows a clear adaptation to digital trends while maintaining a unique stylistic identity. This creates continuity between novelty and familiarity, essential in building audience loyalty. On the audience level, responses vary significantly. Informants such as DY, DH, and WY demonstrate internalization of messages into daily routines, reflecting effective persuasion via the central route. Others, like BA and EI, indicate that persuasion may weaken without geographical proximity or when engagement is merely based on social proof.

Collaborative elements such as influencer involvement and content virality strengthen the peripheral route of persuasion. Well-known public figures add external credibility and exponentially broaden message reach through social amplification. These findings suggest that persuasive communication in digital culinary accounts cannot be separated from the audience's social, psychological, and cultural context. Messages must be more than informative they must be felt, personalized, and imaginatively replicated in the audience's consumption behavior.

Table 3. Interview Results with Informants of the @maumakanchanel Account Based on ELM Theory

Informant	Description	Interpretation Based on ELM
E	The account owner's motivation is based on a personal passion for culinary arts and a consistent commitment to support small MSMEs through the hashtag #bantuUMKMkecil.	Central route: credibility and authenticity (ethos) strengthen audience trust.
N	The content manager actively follows social media trends and adapts them to the unique communication style of the @maumakanchanel account.	Peripheral route: trend adaptation creates social relevance and spontaneous appeal.
DY	The informant is highly loyal because the content consistently induces appetite, encouraging spontaneous trials.	Peripheral route: strong emotional responses based on food visualization.
DH	The informant states that the account has become an essential part of their daily routine, serving as a source of culinary inspiration.	Central route: content integration into daily life fosters deep elaboration.
RR	The informant appreciates the account for offering food content that aligns with student economic conditions.	Peripheral route: affordability framing serves as practical appeal.
WY	The informant is drawn to the creative and informative content and expects further interaction, such as Q&A sessions.	Central and peripheral routes: need for information and engagement combines relevance with spontaneous attention.
BA	The informant follows the account solely due to social recommendation (from a partner), without personal content engagement.	Peripheral route: influenced by social proof without deep elaboration.
PA	The informant strongly trusts the account owner's reviews due to the owner's authentic and honest expression in each content piece.	Central route: high communicator credibility (ethos) reinforces persuasive message effectiveness.
AP	The informant is highly attracted to the distinctive language style and engaging visuals consistently presented in the content.	Peripheral route: message appeal through unique language style and distinct visuals.
EI	The informant is interested in the content but faces geographical barriers that limit their ability to act on the food recommendations.	Constraint in effective message elaboration due to geographical limitations.
AM	The informant is especially interested in viral content or posts involving influencers or public figures.	Peripheral route: message enhancement through influencers and viral effects (social amplification).

Source: Researcher's Data Processing (2025)

The table above indicates that the Instagram account @maumakanchanel is developed through a strategic combination of both the central and peripheral routes of persuasion, as conceptualized within the Elaboration Likelihood Model (ELM) framework. Specifically, the account owner E emphasizes credibility by consistently delivering authentic messages, notably through genuine support for local MSMEs using the hashtag #bantuUMKMkecil. This narrative

forms a foundational layer of trust, demonstrating the use of the central route where audiences are persuaded through deep elaboration of the communicator's integrity and goodwill.

From the content production perspective, the content manager N adopts peripheral strategies by integrating trending topics from social media into the account's distinctive communication style. This approach effectively generates spontaneous appeal and captures audience attention instantly. Informant AP explicitly mentions their attraction to the account's unique language style, such as the greeting "assalamualaikum hehe wak," signifying that peripheral messages through distinct visual and verbal cues can foster strong psychological attachment to the content.

Emotionally, informants DY and DH emphasize the emotional and functional integration of the content into their daily routines. DY feels compelled to try the foods due to affective responses triggered by vivid visual content, while DH sees the account as a practical source of everyday cooking inspiration. These findings illustrate how the account activates both routes simultaneously peripheral through visual stimulation and central through the internalization of messages into daily life (Jones et al., 2022).

Conversely, some informants, such as BA and EI, demonstrate limitations in the persuasion process. BA admits to following the account only due to social recommendations, without engaging deeply with the messages, indicating that social proof alone does not always elicit substantial elaboration. Meanwhile, EI experiences geographic constraints that hinder the transition from persuasion to action. These insights suggest that persuasive effectiveness depends not only on message construction but also on external situational factors, such as geographical accessibility and social environment (Chenglin et al., 2023).

Furthermore, the roles of influencers and viral content as highlighted by informants AM and PA add a significant peripheral dimension to the persuasive process. Content involving public figures or influencers effectively leverages social amplification, extending message reach (Huynh et al., 2021). Meanwhile, the personal credibility of the account owner, reinforced through PA's recognition of authentic expression, impacts audiences via the central route. In conclusion, @maumakanchanel demonstrates persuasive efficacy through a multidimensional approach by strategically combining ethos, pathos, social proof, and unique visual-verbal elements within the ELM theoretical framework.

Based on the findings above, it can be interpreted that the construction of persuasive messages on the Instagram account @maumakanchanel effectively integrates visual, verbal, and emotional elements, in alignment with the fundamental principles of persuasive communication as developed by Carl I. Hovland. According to Hovland, the effectiveness of persuasive messages depends on the communicator's credibility (ethos), emotional appeal (pathos), and the clarity and relevance of the message content (logos). In the context of @maumakanchanel, communicator credibility is reflected in the account owner's authentic motivation to support MSMEs, the honesty in reviewing halal food, and integrity in delivering evaluations of the food's taste quality (Kusuma & Prabayanti, 2022). This factor has been shown to increase the trust and loyalty of followers, such as informants DY and DH, who demonstrate a deep integration of the content into their daily lives.

In addition to communicator credibility, emotional and visual appeal emerge as dominant factors in the persuasive strategy of the account. The Elaboration Likelihood Model (ELM) theory by Petty and Cacioppo posits that persuasion occurs through two primary routes: the central route, which involves deep elaboration based on rational arguments, and the peripheral route, which emphasizes aspects such as visualization, communication style, and the use of public figures (Pertiwi & Sanusi, 2023). In this study, it is evident that @maumakanchanel strategically activates the peripheral route through visually appealing food imagery, suggestive headlines, and repetitive, distinctive jargon. These techniques not only capture spontaneous

attention but also create positive associations that are strongly embedded in the audience's memory, as noted by informants AP and WY.

The use of a unique communication style such as the familiar greeting "assalamualaikum, hehehe wakkk" generates a parasocial effect wherein the audience feels as though they are receiving a personal recommendation from a close friend. This phenomenon corresponds to the principle of emotional closeness in Hovland's persuasive theory, wherein messages delivered in a personal and informal manner tend to be more effective in building trust and prompting action than those that are formal and impersonal. Thus, the account's communication style has successfully fostered psychological proximity between the communicator and the audience, enhancing persuasive effectiveness through an imagined yet psychologically potent sense of familiarity (Van Der Bles et al., 2019).

From the perspective of message elaboration, findings indicate that not all audiences engage with persuasive messages through the same route. Some informants, such as DY and DH, exhibit high involvement through the central route, where content is actively processed and internalized into daily routines. However, other informants, such as BA and EI, who follow the account based on social recommendations or are limited by geographic constraints, tend to engage via the peripheral route. This suggests that the effectiveness of persuasive messages is also influenced by individual audience characteristics and external situational factors, highlighting the need for persuasion strategies to be adaptively designed according to varying audience contexts.

The persuasiveness of the messages is further reinforced through the use of influencers and viral content, as conveyed by informants AM and PA. This strategy aligns with Hovland's communication theory, which asserts that the communicator's credibility and the appeal of public figures can significantly enhance a message's persuasive power. By leveraging the popularity of public figures and the viral nature of content, the account is capable of creating a "social amplification" effect, whereby the reach and acceptance of the message increase exponentially due to these external factors (Girsang, 2020).

Thus, this study reveals that the success of @maumakanchanel in constructing persuasive messages lies in its ability to synergistically combine both central and peripheral routes, communicator credibility, visual and verbal appeal, and social factors such as influencers and media trends. Overall, this persuasive message construction generates strong resonance in audience perception, producing enduring persuasive effects both rationally and emotionally.

A novel finding of this study is that effective persuasion in culinary social media is not solely determined by visual strength and emotional appeal; rather, it critically requires the integration of the communicator's authenticity and adaptive strategies tailored to the audience's social context. The balance between credibility, social relevance, and strategic use of visual-verbal stimuli serves as the key to achieving optimal persuasive effects in today's digital era.

CONCLUSION

This study reveals that the communication model of culinary content on the Instagram account @maumakanchanel is constructed through the integration of visual, verbal, and emotional elements, strategically packaged by the communicator to foster psychological closeness with the audience. The applied persuasive strategy is not singular but rather a combination of central and peripheral routes within the framework of the Elaboration Likelihood Model (ELM). The content creator's authentic motivation to support MSMEs, distinctive language style, and the use of appetizing food visuals play significant roles in shaping credibility (ethos), emotional involvement (pathos), and audience trust in the message content. These findings are supported by a range of informant responses, indicating that the persuasion process

occurs adaptively, depending on the social, geographical, and psychological characteristics of each audience.

Based on these results, it is recommended that culinary content creators on social media develop communication strategies that not only emphasize product visualization but also consider emotional closeness, authenticity, and integrity in delivering messages. The use of relatable narratives, consistent expressions, and local language has proven effective in fostering strong parasocial relationships with audiences. Additionally, collaboration with public figures and the enhancement of two-way interactions such as Q&A sessions or polls can serve as effective measures to increase engagement. This study also recommends that culinary business owners and digital promotion managers remain sensitive to the dynamics of consumer preferences on social media, which serves as a complex, personal communication space highly influenced by cultural and affective dimensions.

REFERENCES

- Abbas, E. W., Jumriani, & Mutiani. (2021). Banua Anyar Culinary Tourism Area: Study of Economic Activities As A Learning Resource on Social Studies. *IOP Conference Series: Earth and Environmental Science*, 747(1). <https://doi.org/10.1088/1755-1315/747/1/012019>
- Aisyah Dwityas, N., Briandana, R., & Aulia, P. (2020). Consumer Journey Of Culinary Products Through Social Media In Indonesia. *Humanities & Social Sciences Reviews*, 8(1). <https://doi.org/10.18510/hssr.2020.8141>
- Bassar, E., & Impron. (2022). Community radio and climate change in Indonesia. In *Sustainability Communication across Asia: Fundamental Principles, Digital Strategies and Community Engagement*. <https://doi.org/10.4324/9781003309642-11>
- Chenglin, L., Luchuan, L., Kai, S., & Yilu, S. (2023). The influence of e-commerce anchor information source dynamism on consumers' purchase intention: An experimental study based on Hovland's persuasion theory. *Journal of Industrial Engineering and Engineering Management*, 37(2). <https://doi.org/10.13587/j.cnki.jieem.2023.02.006>
- Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches 6th edition* - John W. Creswell, J. David Creswell - SAGE. In *SAGE Publications, Inc.*
- Dessart, L., & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research*, 104. <https://doi.org/10.1016/j.jbusres.2019.06.045>
- Fadillah, A., Susyanti, J., & Sudaryanti, D. (2023). Creative Economy: The Influence of Service Quality, Product Quality, Store Atmosphere, and Social Media on Culinary Consumer Satisfaction in Garut Raya. *MEC-J (Management and Economics Journal)*, 7(2). <https://doi.org/10.18860/mec-j.v7i2.21776>
- Fani Syaifillah, & Karin Amaranggana. (2023). Pemanfaatan Akun Instagram @Darihalte_Kehalte Sebagai Media Promosi Wisata Kuliner. *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2. <https://doi.org/10.36441/snpk.vol2.2023.100>
- Fauzi, R. U. A., Kadi, D. C. A., Ernanda, G. K. S., Triwidya, P., & Adhelia, S. (2021). Keefektifan Peran Digital Marketing Melalui Media Sosial Dalam Proses Pemasaran Produk Galeri UMKM Ekawira, Kare Madiun. *Indonesia Berdaya*, 2(1). <https://doi.org/10.47679/ib.202176>
- Fernández-Hoya, G., & Cáceres Zapatero, M. D. (2022). The Non-Verbal Communication of Santiago Abascal, President of VOX. *Communication and Society*, 35(3). <https://doi.org/10.15581/003.35.3.51-71>
- Flick, U. (2020). What is triangulation? In *Doing Triangulation and Mixed Methods*. <https://doi.org/10.4135/9781529716634.n2>

- Ghifari, D. A., & Zulfebriges. (2023). Pemanfaatan Konten Kuliner sebagai Promosi UMKM pada Platform Media Informasi. *Jurnal Riset Public Relations*. <https://doi.org/10.29313/jrpr.v3i2.3127>
- Girsang, C. N. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi Public Relations di Era Digital. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2). <https://doi.org/10.31937/ultimacomm.v12i2.1299>
- Hovland, C. I., Lumsdaine, A. A., & Sheffield, F. D. (2014). Experiments on mass communication, Vol. 3. In *Experiments on mass communication, Vol. 3*. <https://doi.org/10.1037/14519-000>
- Huynh, T., Nguyen, H. D., Zelinka, I., Nguyen, K. V., Pham, V. T., & Hoang, S. N. (2021). Advo: A system to manage influencer marketing campaigns on social networks. *Applied Sciences (Switzerland)*, 11(14). <https://doi.org/10.3390/app11146497>
- John, S. P., & De'Villiers, R. (2020). Elaboration of marketing communication through visual media: An empirical analysis. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2020.102052>
- Jones, J. G., McClanahan, A., & Sery, J. (2022). PERSUASION IN SOCIETY: Fourth Edition. In *Persuasion in Society: Fourth Edition*. <https://doi.org/10.4324/9781003107651>
- Kusuma, Y., & Prabayanti, H. R. (2022). Content Creator Yang Berkarakter Berdasarkan Analisis Video Youtube Ningsih Tinampi. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 21(2). <https://doi.org/10.32509/wacana.v21i2.2111>
- Miles, M. B., Huberman, A. M., University, J. S., & Data. (2021). Qualitative Data Analysis: A Methods Sourcebook. In *Learning Sciences Research for Teaching*.
- Munandar, G. M. (2023). Perubahan Sistem Konvensional Menjadi Sistem Digitalisasi Bagi UMKM Kebumen di Bidang Konveksi (Studi Kasus Tonight Sablon). *JUSTI (Jurnal Sistem Dan Teknik Industri)*, 3(4). <https://doi.org/10.30587/justicb.v3i4.5745>
- Muyanga, C. C., & Phiri, J. (2021). Assessment of Effective Communication in International Schools in Developing Countries Based on the Berlo's SMCR Model. *Open Journal of Business and Management*, 09(01). <https://doi.org/10.4236/ojbm.2021.91024>
- Permana, I. P. H., & Pratiwi, N. K. A. N. (2021). Penggunaan Media Sosial Instagram Sebagai Media Pemasaran Bisnis Kuliner pada Komunitas Online @deliciousbali. *JUSTBEST: Journal of Sustainable Business and Management*, 1(1). <https://doi.org/10.52432/justbest.1.1.2021.12-18>
- Pertiwi, E., & Sanusi, A. P. (2023). Storytelling in the Digital Age: Examining the Role and Effectiveness in Communication Strategies of Social Media Content Creators. *Palakka : Media and Islamic Communication*, 4(1). <https://doi.org/10.30863/palakka.v4i1.5082>
- Petty, R. E., & Briñol, P. (2012). The elaboration likelihood model. In *Handbook of Theories of Social Psychology: Volume 1*. <https://doi.org/10.4135/9781446249215.n12>
- Ponirah, A., Yuliana, R., & Nasution, A. I. (2021). Analisis SWOT dalam Menentukan Strategi Pemasaran Produk UMKM Opak Kolontong. *Journal of Islamic Economics and Business*, 1(2). <https://doi.org/10.15575/jieb.v1i2.15586>
- Qorib, F., Widodo, H. P., & Rinata, A. R. (2022). Optimasi Media Sosial Instagram @kulinersby dalam Mempromosikan Wisata Kuliner Surabaya. *Jurnal InterAct*, 10(2). <https://doi.org/10.25170/interact.v10i2.3153>
- Ramadani Tommy Anugrah, & Syahrinullah. (2023). Analisis Efektivitas Platform Instagram Dalam Strategi Promosi Senja Coffee And Kitchen Pasca Pandemi Covid 19 Di Jember. *Jurnal Ilmiah Ilmu Manajemen*, 2(1).
- Ramaputra, M. A., & Afifi, S. (2021). Analisis Strategi Kreatif Konten Promosi Usaha Foodies Melalui Media Sosial Instagram. *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*, 5(2). <https://doi.org/10.56873/jimik.v5i2.145>
- Tresnawati, Y., & Prasetyo, K. (2022). Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil

- dan Menengah Bisnis Kuliner. *Journal of New Media and Communication*, 1(1).
<https://doi.org/10.55985/jnmc.v1i1.5>
- Van Der Bles, A. M., Van Der Linden, S., Freeman, A. L. J., Mitchell, J., Galvao, A. B., Zaval, L., & Spiegelhalter, D. J. (2019). Communicating uncertainty about facts, numbers and science. *Royal Society Open Science*, 6(5). <https://doi.org/10.1098/rsos.181870>
- Widyadhana, R. S., & Anne Ratnasari. (2022). Promosi Produk Kuliner Melalui Instagram. *Bandung Conference Series: Communication Management*, 2(1).
<https://doi.org/10.29313/bcscm.v2i1.653>
- Wisnu Widjanarko, Lusiana, Y., Runtiko, A. G. R., Rahayu, D. B. S. R., Khusna, I. H. K., & Sulaiman, A. I. (2022). Marketing Public Relations, Instagram, and Banyumas Food: An Effort to Promote and Protect Local Food as a Cultural Heritage. *Proceedings Of International Conference On Communication Science*, 2(1).
<https://doi.org/10.29303/iccspceeding.v2i1.123>
- Yuliani, H. (2022). Transformasi Media Komunikasi Bisnis Melalui Instagram (Studi Pada Akun Instagram @Bengkuluculinary). *JURNAL MADIA*, 2(1).
<https://doi.org/10.36085/madia.v2i1.3042>
- Zhang, H., & Lee, J. (2023). Exploring audience engagement in YouTube vlogs through consumer engagement theory: The case of U.K. beauty vlogger Zoe Sugg. *First Monday*, 28(4). <https://doi.org/10.5210/fm.v28i4.11822>