ABSTRAK

Dahulu sosial media tidak banyak ragamnya seperti sekarang, mayoritas orang belum memanfaatkan sosial media secara kreatif. Pada era new media saat ini, banyak bermunculan istilah-istilah baru dan muncul profesi-profesi baru. Istilah dan profesi baru tercipta karena adanya aktifitas media sosial yang mempengaruhi sosial. Istilah yang muncul diantaranya seperti *Selebgram, Youtuber, Vloger, Food Vloger,* dan lain sebagainya. Penelitian ini di ambil karena ingin mengetahui bagaimana pola komunikasi yang digunakan untuk menyampaikan pesan persuasif dari seorang *Food Vloger* ke audien. Metode pengumpulan data yang digunakan menggunakan metode wawancara secara mendalam, dokumentasi dan pengamatan. Objek penelitian dipilih karena terdapat faktor yang beda dengan *Food Vloger* lainnya. Hasil analisis data berbentuk studi deskriptif kualitatif karena bukan penelitian yang dapat menggunakan metode kuantitatif. Dan hasil penelitian menunjukkan bahwa *Vloger* tidak berhasil menyampaikan pesan persuasif ke audien melalui konten *Food Vloger*-nya.

Kata Kunci : *Food Vloger*, Pola Komunikasi, New Media, Komunikasi Persuasif

ABSTRACT

In the past, social media was not as diverse as it is today, the majority of people have not used social media creatively. In the current era of new media, many new terms have emerged and new professions have emerged. New terms and professions were created because of social media activities that influenced socially. The terms that appear include such as Selebgram, Youtuber, Vlogger, Food Vlogger, and so on. This research was taken because he wanted to know how the communication patterns were used to convey a persuasive message from a Food Vlogger to the audience. Data collection methods used are in-depth interviews, documentation, and observation. The research object was chosen because there are different factors from other Food Vloggers. The results of the data analysis were in the form of a qualitative descriptive study because it was not research that could use quantitative methods. And the research results show that vloggers are not successful in conveying persuasive messages to audiences through their Food Vlogger content.

Keywords: Food Vlogger, Communication Patterns, New Media, Persuasive Communication