

4. FINDINGS AND DISCUSSIONS

In this chapter, the writer will show the findings of the research and discuss the findings based on the theories of persuasion in rhetoric by Aristotle. Moreover, to answer the two research questions, first the writer puts the entire blog posts from each blogger in the first appendix (p. 52), followed the second appendix (p. 162) whereby the writer classifies each sentence in terms of the Ethos, Logos, Pathos. After classifying it, the writer provides the meaning of the close reading for each sentences based on the criterias of Ethos, Logos, Pathos as seen in the third appendix (p. 172).

4.1. Modes of Persuasion

There are three modes of persuasion which are Ethos, Logos, Pathos. The writer analyzes the three blogs from the most famous Jakarta food bloggers which are EatandTreats (Hans Danial, Wanderbites (Fellexandro Ruby), and MyFunFoodiary (Mullie Marlina) based on Ethos, Pathos, Logos.

4.1.1. Ethos

Food bloggers use a lot of ways in delivering messages, their purpose are to make the products easily known and attractive to the readers. Therefore, if many readers are interested in the products, there will be possibilities that they will consume the products. Ethos is one of the bloggers' methods to persuade their readers through written expression. Ethos deals with the image of the speaker or, in this case the bloggers. Ethos is a public manifestation of a person (Smith, 2004). That is why it is important for the bloggers to use their credibility in persuading their readers and gaining their trust. The speaker or in this case the bloggers' credibility to the audiences or readers can be obtained through the speaker's or blogger's personality, character, intelligence, virtue, goodwill, sensitive, et cetera. Intelligence can be seen through the knowledge of the speaker or blogger regarding the subject. Having the right presentation or discussion of the subject may show the audience or readers that the speaker or blogger has the convincing ability. Other than that, when the speaker or blogger confesses his beliefs, values,

priorities connected to the subject, then the speaker or blogger will likely become believable (Murthy, 2014).

The speaker or blogger can achieve goodwill by accentuating their concern and respect towards the emotions of the audience or readers on the subject. Whereas for personality and character will follow (Murthy, 2014). Hovland and Weiss (1951) believed that ethos has been proven to be the most effective mode during campaigns, and studies have found that speakers' credibility and characteristics influence the persuasiveness of the messages (Samuel-Azran, Yarchi, Wolfsfeld, 2015).

4.1.1.1 Ethos Through Experiences

In order to categorize the sentences on the blogs as Ethos, the writer found that the bloggers show their credibility through telling their experience or giving knowledge about other information. In telling their experiences and reviewing the food and services, the bloggers need to deal with their emotion so that the readers can feel what the bloggers feel at the moment. Since the bloggers use the written form in expressing their emotions, the way they explain or express their emotions will be very limited because they cannot use their gestures or facial expressions in delivering the messages. Since the readers are not being able to see the bloggers in person, there are two ways that the bloggers can do to show their ethical appeals without their physical appearances. The first one, it can be found from the bloggers' style in giving their arguments, and including the tone, word choice, and the construction of the sentences. Those are important things for the bloggers to shape their characters in front of the readers through the written form (Conors, 1979). For Aristotle, ethos was about building the credibility of the speaker first, then the audiences (Smith, 2004). Therefore, the bloggers must be convincing enough in expressing or presenting their thoughts or opinion about their experiences. The writer found several examples of Ethos through experience inside the bloggers' blog, the experiences are expressed in the following sentences,

(A.1) *I had a good history with Cassis on my first visit here when it's still known as a French fine dining restaurant.* (appendix III, 1.1)

(A.2) *I clearly had better impression to Hatchi comparing to the first time I went to H, and I am glad that H food is now getting better and better* (appendix III, 1.2)

(A.4) *There was one time in Mexico where I was served a 'Mole', which is a classic Mexican dish consisting of dozens of spices. I had the opportunity to meet this radical chef who would put 50 other spices into this Mole, and waited 3 years for the fermentation to take place before serving it. So I was there, sitting in front of a placte with fresh Mole in the middle and the 3-year-old Mole surrounding it.* (appendix III, 1.4)

(A.5) *Having promised to come back to D'Kevin Bar, Bistro & Steak at Sudirman for a proper hello to its steak, in the past 2 months I've found myself visiting the restaurant more than once. Each time, I got to taste D'Kevin's pride and joy 350 gram US Prime Rib Eye steak.*(appendix III, 1.5)

(A.7) *It was interesting to be there and be the first to taste this Japanese cheesecake before it's officially launched to the public. I even saw all of the baking processes when they prepare the cheesecake, from the beginning until the very end, and when they are carefully wrapped each cheesecake into the cute packaging.* (appendix III, 1.7)

(A.9) *The new Cassis Kitchen is certainly not disappointing in any way, from the beautiful space to the nice food and supported with the service and ambience for days. Some of you might miss the old Cassis, but I don't, I like it before and currently. I seriously have high hopes for Cassis Kitchen, and so far I guess this is one of the best meals I've had in 2016.*(appendix III, 1.9)

The credibility of the bloggers in the sentence (A.1) and (A.2) shown through the statements "my first visit", "comparing to the first time I went to

H", those examples or sentences are the signs that the bloggers have been to the place before, so it was their second time visiting the place. If the bloggers have never been to the places, how can the readers believe what the bloggers have stated? That is why it is important to determine the readers' beliefs to be successful in building credibility (Smith, 2004). So, by stating them, the bloggers are able to gain their readers' trust and they can be reliable sources. From those sentences, the blogger has successfully proved his credibility to the readers.

The first sentence in (A.4), the blogger explains about '*Mole*' (Mexico's national dish) and relate it to his experience when he visited Mexico and served a '*Mole*'. This case is slightly different from (A.1) and (A.2) whereby the bloggers were experiencing the cafe itself, while in (A.4) the credibility of the blogger can be seen through his experience in trying to taste the original food. Not only that, the blogger even got a special opportunity during his trip to Mexico. This is shown by his first statement "*I had the opportunity*", which means that he got a privilege and it can be something rare that not anyone can meet the chef. Also, he adds another statement which is "*So I was there*" to emphasize his firsthand experience to the readers again that he was indeed there tasting the Mexican Mole. Therefore, the blogger proves the readers that his arguments regarding the '*Mole*' can be trusted since he has experienced and, most importantly, he got the privilege to meet the chef who prepared the '*Mole*'.

The sentence in (A.5) has the same meaning as the sentence in (A.1) and (A.2) whereby the blogger has been to the cafe before. This implied through the word "*come back*" as he restated it by saying "*I've found myself visiting the restaurant more than once*". Therefore, there is no doubt that the blogger knows the restaurant best because he has the firsthand experience of having been there so many times.

While the sentence in (A.7), the blogger is also successful in proving his credibility by his experience which stated "*be the first to taste before it's officially launched to public*" and "*I even saw all of the baking processes*", it is obvious that he shows his credibility to the readers that he gets the privilege to be the first person to try before others and that means, he is credible enough to get that

special treatment. Here, the blogger wants to convince the readers that they can trust him regarding this subject.

Lastly, just like (A.1), (A.2), and (A.5), in the sentence (a.9) the blogger convince that he is an expert about the restaurant because he has stated "*the new*" in the beginning of the sentence, which means there was the old one. This is confirmed by the following sentence which states "*I like it before and currently*", so he has been following the restaurant since the old one. Since the blogger has been familiar with the restaurant, therefore he expects some improvements from the restaurant by stating "*I seriously have high hopes for Cassis Kitchen*".

4.1.1.2. Citing Reliable Sources

Telling the experiences of the bloggers are not enough to determine ethos. Ethos also can be found through giving reliable information. For example:

(A.6) *At its birth place in Kuala Lumpur, Buns & Meat has taken the city by storm through the power of pork; it was simultaneously listed as one of the best Restaurants, Best Burgers, Best French Fries, and Best Ribs in KL by the Food Advisor, Malaysia's food directory website (appendix III, 1.6).*

The sentence is classified as Ethos because it stated as reliable information or source which can be seen on "Food Advisor, Malaysia's food directory website". Towards that direction, it is true that the bloggers need to strengthen their credibility by giving support through citing reliable informations.

4.1.1.3. Demonstrating Good Will

Furthermore, 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. For example:

(A.3) *As for the cake, well I honestly know where they got this cake from but I just don't need to spill it here for you (appendix III, 1.3).*

(A.13)*I'm excited to share with you the latest fresh Japanese fluffly cake which recently opened in PIK, Fuwa Fuwa, will have their grand opening this Friday, on October 28, 2016!* (appendix III, 1.13)

(A.14)*To cover a wide range of taste preferences, they will soon release new exciting flavors ranging from Lime to Blueberry.* (appendix III, 1.14)

The sentence in (A.3) shows that the blogger tries to build personal communication by mentioning "you" which directly refers to the readers. However, this sentence has a deeper meaning for both the blogger and the readers. For the blogger himself, he wants the readers to realize his credibility in the subject that even though the cafe does not reveal the brand of the cake, he knows where the cake comes from but he keeps it to himself so that the readers are curious as stated in "*I honestly know where they got this cake from*". Whereas, for the readers, they easily get the meaning behind the sentence because the blogger uses "you" and since the blogger does not want to reveal the name of the brand, unconsciously the readers want to find out by themselves.

Different from the sentence in (A.3), there are two meanings in the sentence (A.13). Firstly, the blogger wants to give the readers some information that the Fuwa Fuwa will be open on Friday, October 28, 2016. This is shown from the statement "*I'm excited to share with you*". Secondly, by the blogger stating that it proves that the blogger is exclusively invited to come to the cafe before they are open for public.

The sentence in (A.14) is also the same as (A.19), since the blogger gets early information, she wants to share the information to the readers that the cafe will launch new flavors. Therefore, it implies that the blogger is a reliable source of information.

4.1.2 Pathos

In order to persuade readers, one of the modes of persuasion that the bloggers use other than ethos is pathos. Pathos can help audiences or in this case readers to connect with the speaker or the bloggers through emotional appeal. The

blogger should be able to attract the readers' sense of emotions and interests. The speaker or blogger needs to conform their message to the character and mind of the audiences or readers, that is the goal of pathos. The emotions of every individuals or readers would not change the essential facts that the blogger tries to deliver. This happens because the meaning behind the "truth" itself has a lot of varieties depending on the situation. For instance, a rich man snatches other's food to show that he is powerful, his act is inappropriate to be done. However, if a hungry poor man does the same thing, his action can be tolerated. That is why it is very necessary for the speaker or blogger to make sure that his audience or readers emotionally connected with them so that the readers can feel the same experience and emotions, and judge it from the real facts of the truth which is being experienced by the blogger (Murthy, 2014).

Applying pathos inside bloggers' posts is really important because the bloggers have to retell their good or bad experiences toward the places that they want to review. One of the responsibilities of food bloggers is that they have to highlight the food and services. According to Aho (1985), pathos refers to the audiences or bloggers' feelings and it can create persuasive effect to build the audiences or readers' emotions such as happiness, sadness, satisfaction, pity, or fear. Here, the writer found some emotions that the bloggers have created to trigger the readers' emotions which can be seen at appendix (p. 175). This consists of happy or satisfaction feeling, disappointed or unsatisfaction feeling, and communicate directly with the readers.

4.1.2.1. Happy/Satisfy 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 this is found when the blogger tries to describe a room and a place,

(B.1) *My favorite VIP room is the one located at the back near the kitchen area, once I stepped inside I automatically feel like "this is the one I'm going to throw a private event in the future at", I imagined good lighting in the day*

(appendix III, 2.1)

(B.7) *The restaurant appeared to be spacious and nicely designed with this moody and industrial vibe while the interior was way more homey while still maintaining the industrial feel to it. (appendix III, 2.7)*

(B.10) *If Beau HQ were a man, it would be a tall British guy with a 6 o'clock shadow, a square jaw, and a man bun. The place is Beautiful, to say the least (appendix III, 2.10).*

(B.17) *My first impression upon entering this place is the classy ambiance that is dominated by white color and dim lighting that creates a warm atmosphere inside the restaurant. (appendix III, 2.17)*

(B.18) *Both of us, my husband and I admired the decor as Bistronomy Jakarta has a beautiful entrance surrounded by greenery. When we walked into the restaurant, we immediately fell in love its charm atmosphere, a mixture of French and Moroccan style, pretty mirrors hanging on the wall, comfortable sofa, and the overall vintage ambience. (appendix III, 2.18)*

The sentence from (B.1) clearly shows that the blogger feels happy and satisfied with the room by stating "my favorite VIP room". He also describes his feeling towards the room and unconsciously makes a future plan by saying "*this is the one I'm going to throw a private event in the future at*". Meanwhile, the sentence on (B.7) clearly shows that the blogger is satisfied with the restaurant because it is cozy. This can be seen from the statement "spacious and nicely designed" followed by describing it into more details by using the words *moody* and *homey*.

Meanwhile, for the two sentences from (B.10), the blogger tries as to tell the readers that he is really happy with the ambience of the place and how beautiful and cozy the place is by describing as if it were human being. By the description that the blogger has made, the readers will also feel the same thing as the blogger, and unconsciously they are being persuaded by visiting the place. The

same thing from ethos found in ethos could also happen in pathos, the blogger tries to describe it into an attractive words, that is why he pays attention for his choice of words in order to reach the readers' emotions.

The same thing also happens as in the sentence in (B.1), the blogger in sentence (B.17) wants to show the readers that he is happy with the ambience and atmosphere of the cafe by stating "*this place is the classy ambience*" followed by his description of the interior. The last example comes from the sentence in (B.18). It is obvious to see that the blogger and her husband are admiring at the atmosphere and interior of the restaurant. This can be seen through her statement "admired the decor". She also describes the room in the greater details.

Other examples are found when the blogger tries to create emotion for the readers by reviewing the food,

(B.9) *The wonderful smell of freshly baked bread wakes me up better than a cup of coffee. It reminds me of a morning in a beachy island during a family holiday many years ago. The smell of bread gets my appetite running.* (appendix III, 2.9)

(B.14) *Although offered at a low price, surprisingly all the beef meat came in good quality, so, tender, and no meat that makes us disappointed.* (appendix III, 2.14)

(B.33) *Was skeptical about this but turned out this was way tastier than the ramen, the oden was pretty soft and the soup was just plain tasty.* (appendix III, 2.33)

(B.41) *As someone who's not into cheese, this cheesecake is tasty, but light and perfectly creamy at the same time, and most importantly I can still take this.* (appendix III, 2.41)

(B.42) *My brother had their homemade Matcha Nutella drink which unexpectedly turned out to be VERY GOOD and served in this unique cookies glass. I was honestly skeptical about the drink and thought it would be one of*

those common matcha and nutella mix drink, but I was so wrong. (appendix III, 2.42)

The blogger in the sentence (B.9) shows his satisfaction towards the food through the phrase "*the wonderful smell*". So, the readers can clearly feel that the food is good, indeed. However, the blogger does not stop on that statement, in the second sentence he continues with "*It reminds me of a morning in a beachy island during a family holiday many years ago.*" The sentence implies that the smell of the bread is too good that it reminds him of his good experience in the past. Therefore, it is easier to convince the readers as he comes up with his experience.

Another example comes from the sentence (B.14) whereby in this case, at first the blogger doubts the taste of the food (beef meat) since the restaurant offers it in a low price. However, it turns out that the taste is not disappointing. Here, the blogger wants to convey the readers that the price does not represent the taste because, the taste is really good.

The same thing as in (B.14) happens in the sentence (B.33), whereby the blogger also doubt the taste of the dish. This can be seen from the word "*skeptical*" which means that he is not sure that the taste of the dish would be good. Moreover, the blogger even compares between the dish and ramen in the statement "*this was tastier than the ramen*". This shown that the blogger does not expect that the taste of the dish will be so good.

The sentence in (B.41) has a different case compared to the others. In here, the blogger tells the readers that he is not a fan of cheese, which means in this situation that he wants to represent his thought about the taste of cheesecake for the readers who does not like cheese. The result turns out to be good, that the cheese tastes good even for the blogger who does not like cheese. Therefore, the blogger becomes satisfied with the taste. So, there is a possibility that the taste of cheesecake is really good that it can make a person who does not like cheese can still eat it.

The last example from the sentence in (B.42) is almost the same as sentence (B.14) and (B.33) whereby the blogger was surprised by the taste of the dish, but this one is a drink. At first, the blogger a little bit underestimates the

taste of matcha (powdered green tea) by thinking that the taste will be just like any other matcha drink. However, the blogger is wrong because the taste of it is really good. This can be seen from the statement "*unexpectedly turned out to be VERY GOOD*" whereby he emphasizes it more by using capslock in "very good".

The happy and satisfying feelings are also described through how the blogger experiences the service as seen in the following examples.

(B.2) *I was still super fond of their top notch service, the server and waiters were very attentive in taking, presenting and clearing up our orders.*

(appendix III, 2.2)

(B.43) *There are two kinds of blends for the coffee and I was glad that they asked me first hand whether I wanted the mild or stronger blend. This is the kind of gesture that I appreciated.* (appendix III, 2.43)

The sentence in (B.2) is obviously seen that the blogger gets surprised by the services of the cafe because the server and waiters do their job seriously. This can be seen through the words "*I was still super fond of their top notch service..*" that the blogger is really impressed by the cafe's services.

While in the case (B.43), the blogger has no idea that there are two kinds of blends and he appreciates the waiters or someone who is in charge of giving him the information. By that, the blogger is satisfied with the service and it can be seen through his statement "*I was glad that they asked me first hand*".

4.1.2.2. Disappointed/Unsatisfactory Emotions

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 during their cafe visit. Most of their unsatisfactory feeling comes from the food itself as seen in the sentences

(B.22) *This was that one menu that I was so excited about but ended up feeling utterly disappointed. I didn't have any problem with the freshness of the pork skin,*

I think it was beautifully crunchy and as you can see pretty generous, but there was NO flavor, not even a single hint of salty. (appendix III, 2.22)

(B.23) I hate how this dish didn't live up to the picture I saw on the menu and there was no salted egg flavor in this dish. (appendix III, 2.23)

(B.25) To be honest, the ramen was my least favorite here. The noodle had this slimy and oily texture that I did not like, the soup was light and wasn't spicy at all and I expected the egg to be a little runny. Appearance was, not the most appetizing looking, and I don't think it is worth the IDR 35k price tag. (appendix III, 2.25)

(B.27) Since the weather was hot, I wanted their affogato, but unfortunately, their Big Warm Hug (Marie Regal & Cream) isn't cold enough. (appendix III, 2.27)

(B.29) But the ChawanMushi was very watery, and it wasn't good at all! And when the restaurant was very full with all the invited guest, the atmosphere, and the air became VERY HOT in the restaurant.(appendix III, 2.29)

The sentence in (B.22) can be clearly seen that the blogger is really disappointed by the menu which directly states "disappointed". When the blogger states "*the one menu I was so excited about but ended up utterly disappointed*", it is implied that at first he actually hopes that the taste of the menu will be delicious but it turns out that the dish has no flavor to his expectation. Moreover, the blogger capitalizes the "no" word in "there was NO flavor.." to affirm and clarify to the readers that he is really disappointed with the dish.

Meanwhile in the sentence (B.23), the blogger is very disappointed with the dish because at first the dish looks good in the picture inside the menu book. However, the dish does not taste as good as it looks in the menu book, and that is what makes him so disappointed with the food by directly stating "hate" in the sentence "*I hate how this dish..*".

The same experience happens in the sentence (B.25). The blogger is honestly telling the readers that he does not satisfy with the ramen compare to the other dishes by stating "the ramen was my least favorite thing here." He also does not agree with the price that the cafe gives to the ramen which is IDR 35.000,- by stating "*I don't think it is worth the IDR 35k price tag*" since he thinks that the ramen is lacking a lot of things.

While the case in (B.27), the situation at that time was the blogger feeling overheating so he expect that the drink he ordered will be cold enough for that kind of weather. However, the blogger disappointed that the drink was not served the way he expected.

The last example from the sentence in (B.29) is clearly shown how disappointed the blogger was. It is seen from his statement "*it wasn't good at all!*" He complained how the taste of Chawan Mushi was terrible. Also, since it was an invitation, there were many guests and the blogger complained that the atmosphere of the room turned hot. The restaurant is supposed to be aware of these things so that it will comfortable for the invited guests.

However, the same things happen not only for the food, the bloggers are also relating their emotions and feelings through their experiences with the services,

(B.24) *The pasta took a while to be served on my table (around 20 minutes of wating and they did promise 10 minutes FYI).* (appendix III, 2.24)

(B.28)*I wanted to try the Miso Seaweed Soup, but unfortunately the soup wasn't ready yet, and all the soup turns out not refillable, except for the Chicken broth only.*(appendix III, 2.28)

(B.30) *When we walked into the restaurant, one of the waiters asked beforehand; whether we just want to enjoy the dessert alone or include the main meal. Apparently, for customers who just want to enjoy the desserts, they only have 1 hour to enjoy after the food is served. I don't understand why because the*

restaurant was not crowded at the time. Many tables were still empty when we arrived. (appendix III, 2.30)

(B.44) *We went there for lunch, and the restaurant seemed crowded on the first floor. I like to sit on the 2nd floor, but they did not allow me because they were short of waiters. I was a bit disappointed, but I'm trying to understand the situation. At that time, only two tables were remaining on the first floor, and we opted to sit near the entrance. And you know what? About 15 minutes later, another guest came in and they allowed the new guests to sit on the 2nd floor.* (appendix III, 2.44)

The writer categorizes sentence in (B.24) as the blogger's unsatisfying feeling because the blogger is clearly disappointed that the waiters broke his promise to serve the dish on the blogger's table in 10 minutes. This can be seen through the blogger's explanation inside the brackets that the waiters does fails to serve the dish in 10 minutes, but the fact is it is served around 20 minutes. The brackets want to show to the readers that it is a big deal for the blogger and he has to clarify what is happening inside the brackets directly to the readers by using 'FYI' (For Your Information). If the blogger does not take that thing as a problem, the blogger will not give further information inside the brackets.

Another example is sentence (B.28) whereby the blogger was not happy with the fact that the restaurant did not prepare the dish that the blogger wants to try, which is *Miso Seaweed* (traditional Japanese seasoning). Another thing that makes the blogger disappointed is that all soup in the restaurant cannot be refilled.

Meanwhile, the sentence in (B.30) clearly shows that the blogger is confused by the restaurant's regulation which lets the customer enjoy the desserts only within an hour. The blogger confusion can be seen through his statement, "*I don't understand why..*". The fact that the blogger is given a time to enjoy his desserts is something unusual, even if it just a dessert. Besides, the thing that makes the blogger even more confused is that, the restaurant was apparently not crowded and many tables were still empty when he visited the restaurant.

The last example is sentence (B.44) whereby in this condition, the blogger is unhappy or disappointed with the waiter treatment. Firstly, the blogger asked the waiter to sit on the second floor. However, the blogger could not get what she asked for because the waiters of the restaurant was lacking of waiters. Of course it makes the blogger disappointed and this can be clearly seen clearly from the statement "*I was a bit disappointed*", but the she tried to understand them. However, a few minutes later another customers came to the restaurant and shockingly the waiter allowed them to sit on the second floor. Eventhough it might be the waiters allowed the new customers because they consist of many people. However, the blogger does not give further information about it, but the readers must be get how disappointed the blogger to get that kind of treatment.

4.1.2.3. Communicate to The Readers Directly

The last thing that the bloggers do in order to connect their emotions and feelings with the readers is by communicate to the readers directly. Here, the bloggers tend touse "*you*" directly to the readers aiming as the readers to be able to feel and understand the bloggers' emotions at that time. Just like any other pathos that the writer found, here the writer found this type of pathos when the bloggers want to communicate to the readers about the food.

(B.35) *My personal favorite has got to the curry soba, just something about the firm and edgy soba that match the flavor of the tasty, rich and creamy sauce, and not to mention, because of the thick curry sauce itself, you can totally experience the maximum flavor of the curry from every strain of the soba, where the sauce is sticking into.*(appendix III, 2.35)

(B.36) *The Pepperoni Pizza, for instance, represents real Italian pizza very well. The thin crust is just right, topped with slightly smoky pepperoni, and fragrant cheese. Add a bit of black pepper on top, and it is one comforting dish. Meanwhile, the salmon dish is cooked to perfection. The inside is still pink and moist - it simply glides in your mouth!*(appendix III, 2.36)

(B.38) *All the cake was incredibly fluffy, airy, and moist; you can prove yourself when you cut the cake into slices.* (appendix III, 2.38)

(B.39) *Now I don't mind to have more than a slice of Japanese Cheesecake like this, at any time of the day. I won't feel full or guilty because I loved the light cheese flavor in this cheesecake, it wasn't like the American cheesecake that has a strong flavor of the cheese. It was like a little piece of heaven, oh my gosh, you gotta try it!*(appendix III, 2.39)

Those sentences above are the examples that the writer found inside the bloggers' blogs when they try to communicate directly with the readers by using "you". In the sentence (B.35), it is clearly seen that the blogger directly speaks to the readers by saying "*you can totally experience..*". So, in the beginning of the sentence, the blogger stated that his favorite dish is the curry soba (the Japanese name for buckwheat) by stating "My personal favorite has got to be the curry soba". Then, after the blogger stated that, he continues giving reasons and argumentation of why he thinks the curry soba (the Japanese name for buckwheat) is the best by explaining what are inside the curry soba (the Japanese name for buckwheat), for instance the sauce. In the middle of the blogger's explanation, then he convinces the readers that the taste is good indeed by telling them that they can totally experience the flavor of the curry. So, the blogger indirectly guarantees the readers that they will share the same mind as the blogger once they try the curry soba (the Japanese name for buckwheat).

The sentence in (B.36), the blogger gives a brief explanation and description about the dish in the beginning. Then in the last sentence, the blogger stated "*your*" to the readers inside "*it simply glides in your mouth!*" which means that the blogger himself feels what inside the dish is indeed glides in his mouth. The blogger wants to transfer his feeling about the dish so that the readers can feel how good the taste of the food is through the bloggers description and statement. Therefore, by saying that, the blogger guarantees the readers when they eat the Pepperoni Pizza, they will agree with the blogger that the Pepperoni Pizza will glide in their mouth.

The sentence in (B.38) is almost the same as in (B.36). At first, the blogger describes the cake such as fluffy, airy, and moist, but then after that the blogger directly tells the readers by using "you" to prove how fluffy, airy, and moist the cakes are. The blogger feels satisfied with the cakes and she shares her emotions through the description then, she tells the readers that they will prove it by themselves because she knows that the readers will definitely agree with her.

Lastly, the sentence in (B.39) shows that the blogger does not stop admiring the taste of the cake. It is proved by her statement such as "*I don't mind to have more..*", "*I won't feel guilty..*", and "*I loved the light cheese..*". Then, she ends her sentences by saying "you gotta try it!" which directly addressed to the readers that it is a must for them to try the Japanese Cheesecake, because they will share the same mind as the blogger.

4.1.3. Logos

The last modes of persuasion that the bloggers use to persuade the readers is by using Logos. Logos is used by the bloggers to convince and to make the readers realize the truth behind something (Murthy, 2014, p. 251). Logos deals with logic of a person therefore, the bloggers need to come up with logical and reasonable proof to support his/her statement (Murthy, 2014, p. 251). According to Murthy (2014) again, when a person states their argument based on Logos, the audiences or readers will have more long lasting memories towards the speaker's or blogger's argument. In order to get the rational side of the audiences or readers, the speaker or bloggers need to process their information in such a way to make the audiences or readers understand, because Logos requires logic but it depends on the audiences' or readers' ability to process the information (demirdögen, 2010). Here, logos is what makes the bloggers' statements stronger, because they put some facts and information to their arguments. As what Aristotle believed, Logos is the superior persuasive appeals that could determine whether the arguments should be won or lost (Brett and McKay, 2010). However, Aristotle realized that sometimes the audiences or readers would not be able to follow the arguments based on scientific and logical principles only, therefore the other appeals (Ethos and Pathos) needed to be used as well (Brett and McKay,

2010).Murthy (2014) also shares the same idea regarding the use of Logos. It is important for the speakers or bloggers to combine Pathos and Ethos because, otherwise, it may be difficult for the them to make sense of their argument.Logos refers to the integrity and clarity of the argument (Holt and MacPherson, 2010), and it stresses logic and the appeal to reason (Aho, 1985). Therefore, the bloggers need to give information as clearly as possible for the readers. According to Aristotle, Logos is the key to create a communication between the speaker or in this case the blogger and his audience or readers (Murthy, 2014). Logos also helps the speaker or blogger to strengthen the argument to be more reasonable and accurate, because that is the one that convinces the audience or readers to believe what the persuader said (Murthy, 2014).

It is necessary to use Logos when trying to persuade people who know a lot about the topic that the speaker or blogger is addressing (Porter, 2014). According to Porter (2014) again, the speaker or blogger is recommended to prove the evidence by using facts, figures, and testimony to support the argument. Logos also needs its consistency, and the consistency of the information should be backed up with facts, values, mathematical calculations, and objectives (Murthy, 2014). However, since the bloggers do not deal with statistics and mathematical calculations to write a blog, the writer found some facts or research, common-sense information, and values to support the information (Logos) inside the bloggers' blog.

4.1.3.1. Facts or Research

According to yourdictionary.com "fact" (n.d), fact is something that is true and it has been proven. So, the writer categorizes some sentences as fact because these sentences are informations that have been proved by the blogger to share to the readers. These are things that the readers will find out when they visit the cafe or restaurants because the blogger has found them out earlier.

While for research, according to oxforddictionaries.com "research" (n.d) research is a structured investigation of a study and sources to come up with facts and new conclusions. Since the blogger cannot do a scientific research, the

research can be seen by identifying it through the bloggers' experiences in the past. Thus, these are the examples of facts

(C.4) The Burgo Three Chili Burger consist of 130 gram house grind Australian beef patty, chipotle aioli, tangy green chili, cilantro relish and served with deep fries as the side dish. (appendix III, 3.4)

(C.7) The name "Hatchi" is inspired from the Japanese word "Hachi" which means a bowl/basin and that instantly makes sense as soon as you opened the menu and realize that majority of their food here is served in beautiful customized bowls. (appendix III, 3.7)

(C.11) Onokabe is a new culinary destination presented by Boga Group who has been successful with so many F&B brands, such as Bakerzin, Pepper Lunch, Paradise Dynasty, Paradise Inn, Master Wok, Shaburi, Kintan Buffet, and Boga Catering. (appendix III, 3.11)

(C.14) Izakaya Kai which has been opened since 17 Sept 2016 has two different concepts where diners can enjoy a variety of cakes, and desserts along with some tea or coffee on the first floor, while on the second floor is the Japanese restaurant where diners can enjoy some signature dishes by Chef Hitomi Kimura from Japan. (appendix III, 3.14)

Those sentences above are the examples of facts which can be found from their blogs. The entire words in (C.4) contain facts because the bloggers is basically informing the readers about the toppings inside The Burgo Three Chili Burger. This can be seen from the sentence that the blogger mentions the toppings one by one, which means that it is a fact when the readers visit The Burgo and order the Three Chili Burger, they will find the same topping as what the blogger has described.

Another example of fact comes from the sentence in (C.7). From that sentence, it can be seen from the first statement which is "The name "Hatchi" is

inspired from the Japanese word "Hachi" which means a bowl/basin". Here, the writer assumes that the blogger got the information from the owner or waiters/waitress of Hatchi restaurant about the original "Hatchi", that is why he can share with his readers about the origin of "Hatchi" name. Whereas, the second statement which is *"as you opened the menu and realize that majority of their food here is served in beautiful customized bowls"*, the blogger gives further fact of information regarding the previous statement (where does the name "Hatchi" come from) that the reason behind "Hatchi" or "Hachi" as the name of the restaurant is because most of the food is served in bowls. So, the blogger shows that the restaurant wants to relate their name (Hatchi) with the bowl they serve to the customers. That is the fact that the readers will find out once they visit the restaurant.

While, the sentence in (C.11) the blogger gives a fact information that Onokabe is operated under Boga Group which handles many famous Food and Beverage brands. The blogger even mentions all the brands under Boga Group. It means that by mentioning all the brands, it will be easier for the blogger to persuade the readers, because they will assume that Onokabe has the same accomplishment as the other brands under Boga Group in terms of food and services.

Moreover, the sentence in (C.14) shows the fact that Izakaya Kai has two different concepts inside their restaurant. The first floor is reserved for the customers who enjoy cakes, desserts, tea, and coffee, while the second floor is reserved for the customers who enjoy the signature dishes. The blogger also adds more information that the signature dishes are prepared by not only a regular chef, but also by Chef Hitomi Kimura from Japan. Therefore, this is the fact that the blogger could bring and attract the readers, so that when the readers visit Izakaya Kai, they know which floor they should go. This is also the blogger's way to persuade the readers to come and visit the restaurant because the restaurant has some unique concepts and the dishes are also prepared by a Japanese Chef.

Nevertheless, the writer also found Logos which contains research inside the bloggers' blog which can be seen on the appendix III (p. 172). These are some of the examples:

(C.1) *The price list was clearly more pocket friendly even though it's still the Jakarta posh cafes standard pricing where it's medium above. Price range for food starts from IDR 45k-550k and drinks around IDR 30k-100k (alcohol).* (appendix III, 3.1)

(C.3) *This kind of dessert is trending at the moment, more and more cafes are trying to make their very own version of melting chocolate ball.* (appendix III, 3.3)

The sentence in (C.1) shows that the blogger gives information about the standard pricing in Jakarta posh cafes. The writer categorizes the sentences as a research because the blogger is able to know the price range for Jakarta posh cafe, which means he has been to a lot of cafes and that is why he can come up with his conclusion that the price in Cassis Kitchen Jakarta belongs to the standard pricing of Jakarta posh cafe. The blogger also states the price list of the cafe is pocket friendly which means, the price is still affordable even though they offer medium above. This is the blogger's way to persuade the readers to still visit the cafe by stating "the price list of the cafe is pocket friendly" even though the price belongs to medium above.

Furthermore, the writer also categorizes the sentence in (C.3) as a part of research in Logos because the blogger keeps following the trend of melting chocolate ball around cafes. This can be seen from the statement "this kind of dessert is trending at the moment" followed by "more and more cafes are trying to make their own version". So, the blogger must have been to many cafes and he found that those cafes offered the same dessert which is melting chocolate ball. By stating this, the blogger tries to persuade the readers to visit the cafe and order the melting chocolate ball, because that dessert is trending.

4.1.3.2. Common-Sense Information

According to Taylor (2011), Common sense is a judgement which comes from experience. The same as 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 of a person which is accepted by others. In this case, the writer found some examples of sentences in Logos which contain common sense inside the bloggers' blog.

(C.5) *When it comes to cooking meat like steaks or beef patty, it's important not to put too much of the basic seasoning because you really want to keep the original meat flavor (and that juice omg), especially when the burger dish itself is already pretty saucy with different toppings.* (appendix III, 3.5)

(C.9) *Capellini (angel hair pasta) cooked and tossed in their homemade pesto sauce, topped with fresh salmon and generous salmon roe. The trick was to have everything together in a bite!* (appendix III, 3.9)

(C.12) *They chose sumo as the icon, because the sumo person requires high-quality food intake very much to maintain their weight. That's make sense!* (appendix III, 3.12)

The sentence in (C.5) shows that the blogger gives information or advice not to put too much seasoning because the customers still want to keep the original meat flavor, and it actually makes sense for the readers. In the original text (appendix I, 1.2), the previous text before (C.5) shows that the blogger is satisfied with the basic seasoning of the beef. That is why the blogger persuades his readers by the sentence in (C.5) which makes them unconsciously agree with the blogger's argument.

For the sentence in (C.9), the common-sense can be shown from the last sentence which is "*the trick was to have everything together in a bite*". However, before the last sentence, the blogger gives information about Cappelilini in the previous sentence that the restaurant combines the pesto sauce with fresh salmon and salmon roe in one package. Then, by the blogger saying that it is the trick of the restaurant to have everything in a bite, it is kind of make sense for the readers and make them want to try.

The last sentence in (C.12) is obviously shown that it is common-sense information because, the blogger gives thereason why the restaurant chose sumo as the icon. It turns out because as a sumo person, they require to eat high-quality food to maintain their weight, and makes sense for both the blogger and the readers. Then, in the original text shown after that sentence, the restaurant provides a lot of varieties of local and international food.

4.1.3.3. Value

According to businessdictionary.com "value" (n.d.), value is beliefs that is shared by a culture or group and it can influence a person's attitude or behavior. So, the blogger shares some information to the readers about certain things what people beliefs. Thus, here the writer found some examples of Logos which contain values inside the blogger's blog.

(C.2) *Being formerly known as a top notch French fine dining restaurants in town, that somehow makes ordering the steak an essential thing to do here.*

(appendix III, 3.2)

(C.16) *We were welcome by Pisco Sour Mocktail, which is a welcome drink in PAVELA. In Peru itself, Pisco is actually a cocktail with a base liquor to welcome guests or start a Peruvian meal.* (appendix III, 3.16)

The blogger implies the sentence in (C.2) as value and it can be seen from the statement "*ordering the steak an essential thing to do here*" which means, since that French restaurant is the most visited restaurant in town, that makes people shape their mind that it is necessary to order steak. So, by stating that, the blogger wants to tell and persuade the readers that the steak in that cafe is as tasty as steak in other French restaurants.

Another example in (C.16), the value can be seen in the second sentence where the blogger gives information that usually people in Peru has a tradition to give Pisco to welcome guests or start Peruvian meal. Therefore, the blogger can relate it to what the restaurant did to him when he was visiting the restaurant. Here,

the blogger wants to explain to the readers that they can experience such a tradition in PAVELA restaurant exactly just like in Peru.

4.2 Differences of the Three Bloggers

The writer believes that each of the bloggers have different ways of reviewing restaurants or writing their blogs. Therefore, here the writer will analyse each of the bloggers in using Ethos, Pathos, Logos.

4.2.1 Eat and Treats (Hans Danial)

Hans Danial is the author of www.eatandtreats.blogspot.co.id. He started blogging since October 2012, and now he is one of the leading food and travel bloggers in Jakarta with 8,000-10,000 readers daily. During the analysis of Hans' blog posts, the writer finds out that Hans reviews all the restaurants in a very long writing and very details. His choice of words is also readers friendly and understandable. So, the writer is interested in analysing the way Hans uses Ethos, Pathos, Logos in each of his blog posts.

4.2.1.1 Ethos

As the writer explains in the previous chapter that Ethos deals with credibility, the writer finds that Hans brings up some Ethos from the entire eight blogs, especially Ethos through experiences. Eventhough he does not know what Ethos is, but still he manages to let the readers know his credibility as a food blogger. The fact that Hans' blog posts consist of many food and restaurant pictures, the writer finds it very interesting that Hans does not only share the price lists of each food pictures, but also he shares his experiences. Whether it is about his older visits to the cafe or just giving information. For instance the statement (A.1) "*I had a good history with Cassis on my first visit here when it's still known as a French fine dining restuarant..*" (appendix III, 1.1) That kind of statement may convince the readers that he is a reliable resource person.

Another thing that the writer finds aside of experience is demonstrating good will. Unfortunately, the writer can only find one example from the Hans' blog. Good will here means that the blogger has a personal relationship with the

readers. For instance, (A.3) "*well I honestly know where they got this cake from but I just don't need to spill it here for you*" (appendix III, 1.3). The writer classifies this as having personal relationship with the readers because Hans directly stated "you" to the readers. Nevertheless, that sentence is not entirely about good will, but it also shows the credibility of Hans, because he himself knows the brand of the cake but he does not want to spoil it to the readers because he wants to keep the readers curious and let them find it by themselves.

4.2.1.2 Pathos

Pathos is the most used appeal by Hans compared to the other two appeals. Since Hans is the one who experiences the food and services, he needs to be able to describe his feeling or emotion to the readers. Therefore, the readers will understand his emotion towards his experience with the food, ambience, and services. Other than that, as a food blogger he is required to share his feeling honestly and convince or persuade the readers to try the food or visit the cafe. In order to make readers share the same emotion as the blogger, Hans communicates to the readers directly by using "you". For instance, (B.35) "*you can totally experience..*" (appendix III, 2.35) or (B.38) "*you can prove yourself..*" (appendix III, 2.38). Aside from that, he does not only share his happy or satisfactory emotions, but sometimes he also experiences unhappy or unsatisfactory emotions. He is implicitly expresses unhappy or unsatisfactory emotions to the readers.

4.2.1.3 Logos

Moving on to the last appeal which deals with logic. Here Hans expresses Logos quite a lot, eventhough some of the blog posts do not contain Logos. However, the writer finds that Hans' uses those three types of Logos which are; facts or research, common-sense information, and value in order to give review.

4.2.2 Wanderbites (Fellexandro Ruby)

The second blogger comes from the author of www.wanderbites.com, he is Fellexandro Ruby. He started with his own blog back in 2009 and at that time, he focused on food photography. But then, he got serious in food blogging in

2012. Things that make Ruby's blog different from any other blog is that, he writes briefly and does not express too much. The writer finds that in every post of Ruby's blog there will not be a complete set of persuasion appeals (Ethos, Pathos, Logos). This means that there will only be two persuasion appeals that Ruby uses in writing his blog posts. For instance, Ethos and Pathos, Pathos and Logos, Logos and Ethos, and so on.

4.2.2.1 Ethos

Here, the writer finds that Ruby does not show his credibility that much through his blog posts. Eventhough he still shows some experiences regarding his credibility in some of the blog posts. The writer only finds two types of Ethos from his blog posts which are ethos through experience and citing reliable sources. This is interesting that everytime Ruby talks about food, he always relates the food to his experiences.

4.2.2.2 Pathos

Ruby does not express his emotion a lot, there is one blog post that does not contain Pathos at all. He even does not that communicative to the readers, that is why there is no communicate to the readers directly kind of Pathos in all of his blog posts. However, when he tries to express his happiness or satisfactory feeling in some of his blog posts, he uses parable instead of stating directly that he is happy with the food or ambience. For instance, (B.9) "*the smell of bread gets my appetite running.*" (appendix III, 2.9) , (B.10) "*if Beau HQ were a man, it would be a tall British guy with a 6 o'clock shadow, a square jaw, and a man bun.*" (appendix III, 2.10) or (B.45) "*everyone would agree that the steak itself looks as if it was ready to be photographed for a magazine*" (appendix III, 2.45). This what makes his blog posts are interesting and attracting even in such a brief review.

4.2.2.3 Logos

The fact that Ruby writes his blog posts briefly, this causes his blog posts is lacking of Logos. The writer only finds one logos from his blog posts, and the

type of Logos he uses is fact. However, the fact (Logos) that he stated is information that he gets from the restaurant host. Then, he shares it to the readers.

4.2.3 My Fun Foodiary (Mullie Marlina)

The person behind www.myfunfoodiary.com is Mullie Marlina. At first, she started writing blogs for her daily life in 2011. But then, she became serious about food by giving recommendation on where to eat, giving recipes, and including travel tips in 2012. Right now, her blog has become one of the valuable online sources for locals, tourists, food enthusiasts, and many more. Judging by reading Mullie's blog posts, the writer can see that she reviews everything in meticulous and details.

4.2.3.1 Ethos

Looking from all Mullie's blog posts, the writer finds that the credibility of Mullie is convincingly shown from the way she tells her experiences. Moreover, she tends to show her experiences by telling that she is an invited guest and how people treated her with special. For instance, (A.7) "*It was interesting to be there and be the first to taste..*" (appendix III, 1.7) or (A.13) "*I'm excited to share with you..*" (appendix III, 1.13), and so on. So, here Mullie emphasizes on the way she gets privilege from the owner of cafe. This proves her readers that she is a really good food blogger, indeed.

4.2.3.2 Pathos

Mullie uses a lot of Pathos in her blog posts, and she is that type of blogger who gives direct reviews. For instance when she wants to show her happiness or satisfactory emotion she tends to say (B.15) "*I was so excited*" (appendix III, 2.15), (B.39) "*I won't feel full or guilty because I loved the light cheese..*" (appendix III, 2.39), (B.19) "*We happily finished our plate..*" (appendix III, 2.19), and more. So, she states what she thinks of the food directly without any parable. The same thing happens when she expresses her disappointment or unsatisfaction towards something. For instance, (B.29) "*it wasn't good at all!*"

(appendix III, 2.29), (B.29) "*the air became VERY HOT in the restaurant.*" (appendix III, 2.29), and so on. Mullie tends to give her honest opinion to describe something unpleasing. She even uses capslock for "*very hot*" in order to let the readers know and can feel what she felt at that time. However, sometimes Mullie also communicates to the readers in order to gain more trust from them.

4.2.3.3 Logos

The writer can find each types of Logos from Mullie's blog posts. But, mostly there are many facts (Logos) from her blog posts like giving basic information about new branch of cafe, launching date, and many more. Along with common-sense that she stated clearly, (C.12) "*That's make sense!*" (appendix III, 3.12). Not only that, but the writer also finds an example of value through Mullie's blog post. It states, (C.16) "*In Peru itself, Pisco is actually a cockatil..*" (appendix III, 3.16). Therefore, since she gives a lot of facts along with other types of Logos, this can shows the readers that Mullie is a reliable source of food blogger. The fact that she has knowledge about cafes or restaurants will convince his readers quite easily.