

ABSTRACT

The zero waste lifestyle has become a trend that is widely followed by the community, especially by generation Z. Zero waste is a lifestyle that encourages people to be wiser in minimizing and using an item. The zero waste trend is easily spread to the community through social media. One of the TikTok influencers who implements and often spreads messages about zero waste is the @anggiapiki account. This study aims to analyze the persuasive communication carried out by an influencer in spreading messages about zero waste using the Elaboration Likelihood Model theory. This study uses a qualitative method with a descriptive type. Data were obtained through in-depth interviews with 4 key informants, and were obtained through observation and documentation. The results of this study indicate that the owner of the @anggiapiki account has a special strategy in spreading messages about zero waste and the followers of the @anggiapiki account process the message predominantly through the central channel. This shows that the owner of the @anggiapiki account provides an opportunity for persuadees through a persuasive communication strategy, so that persuadees can choose to process messages through the central channel or through the peripheral channel. This study is expected to be a basis for further research and provide an understanding of the persuasive communication carried out by influencers in spreading certain messages.

Keywords: *Persuasive communication, Zero waste, Elaboration Likelihood Model*