## ABSTRACT

The producers of food programs in Indonesia create programs that are more creative and innovative. Some years ago, food programs more often show instructions of cooking done by chef, but now food programs concern more on food reviewing. *Food and Fashion* is one of the television program that presents about the food, the recommended restaurants and update information about fashion. This program portrays how food is not valued by its taste and ingredients, but more than that such as its appearance. It refers to the fetishism activity which is the displacement of desires that an object acquires special social value, indicated by the reverence, worship or fascination with which it is treated. Therefore, the writer analyzes this program using three dimensional of Critical Discourse Analysis by Fairclough. There are three levels of this CDA; description of text, interpretation of discourse practices, and explanation of socio-cultural practices. The aim of this study is to reveal the fetishism ideology through Indonesian local food presented in this program and the relation with socio-cultural context in Indonesia. There are three findings from the analysis; the fashionable food, the 'new style' of local food and the concept of food, fashion and fun. Furthermore, this program shows that the chef, the host, and the guest star are the actors of fetishism activity toward food.

**Keywords:** *critical discourse analysis, fetishism, food, fashion*