



Analysis of Fery Irwandi's Persuasive Communication Style in Exposing Santet and Indigo Lies within Indonesian Cultural Beliefs

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A B S T R A C T

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This study analyzes Fery Irwandi's persuasive communication style in the video "Dismantling the Lies of Santet and Indigo," focusing on message delivery strategies, communicator credibility, and audience response. The research aims to understand how persuasive communication can be used to dismantle myths and irrational beliefs that remain entrenched in society. The method used is qualitative, with a content analysis approach, based on in-depth observation of the verbal and nonverbal content displayed in the video. The study's results show that Fery Irwandi uses a combination of rational and emotional strategies to convey messages. Rationally, he emphasized the importance of critical thinking and of proving, through simple logic, the unsubstantiated claims of Santet and Indigo. Emotionally, he stirs the audience's feelings by highlighting the negative effects of mystical beliefs, such as social fear, conflict, and deception. The communicator's credibility is strengthened by serious expression, firm intonation, and consistent argument,

making the message more trustworthy. The findings of this study are in line with persuasive communication theory, which emphasizes the importance of integrating rational, emotional, and credibility factors with the audience. In conclusion, effective persuasive communication not only conveys arguments but also builds critical literacy and encourages changes in people's mindsets.

Introduction

Persuasive communication is a form of communication that communicators often use to influence the attitudes, opinions, and behavior of the audience (Masruroh, 2021). In today's digital era, persuasive communication is no longer limited to in-person communication but also occurs through various media platforms, especially social media and online video channels (Kasir & Awali, 2024). This makes persuasive communication styles even more important to understand, because every communicator can take advantage of the digital space to convey messages that can shape public perception. In Indonesia, mystical phenomena such as witchcraft and supernatural practices are still a hot topic of discussion among the public (Barokah, 2023). Many people still believe in the existence of witchcraft as something real and influential in daily life. This belief often causes fear, social stigma, and the misuse of mystical issues for certain interests (Truna & Zakaria, 2021). Therefore, various parties have emerged who are trying to dismantle and straighten out the public's understanding of the practice.

One figure who actively criticized witchcraft beliefs is Fery Irwandi. On his video channel, he presents a video titled "Dismantling the Lies of Santet and Indigo" (Ferry Irwandi, 2024). This video is interesting to analyze because Fery not only presents arguments logically but also uses a distinctive persuasive style to invite the audience to think critically. Thus, the message he conveyed was not only information, but also an invitation to abandon irrational beliefs. In communication theory, persuasive communication styles can be categorized into various strategies, such as emotional appeal, rational appeal, communicator credibility, and language that is easy for the audience to understand (M. R. Saputra & Hidayat, 2025). The choice of this communication style greatly determines whether a persuasive message

can be accepted or rejected by the audience. Fery Irwandi, in his video, seems to be trying to combine these elements to ensure his message is well-received.

The analysis of Fery's persuasive communication style becomes relevant because the phenomenon of santet and Indigo is not only a cultural issue, but also a communication phenomenon. How the message about "debunking lies" is packaged, conveyed, and accepted by the public is an important aspect to see the effectiveness of communication in the context of social change. Digital content such as Fery Irwandi's video is now widely consumed by the younger generation, who are more critical of information. Nevertheless, most societies are still in a tug-of-war between traditional beliefs and modern logic. This condition requires an analysis of how a communicator bridges these differences through their communication style.

From the perspective of mass communication, Fery Irwandi's video can be seen as modern da'wah media or public education. Although not within the framework of formal religious da'wah, the message he conveyed still had a moral purpose, which was to free the community from the shackles of irrational fear. This shows that persuasive communication can take many forms and serve many purposes that benefit the audience. Persuasion used to dismantle mystical issues also needs to take into account the audience's resistance. This is because people who have long believed in witchcraft tend to reject logical arguments that contradict their beliefs. Therefore, the communication style used by a communicator must balance logic and empathy so that the message is neither offensive nor unconvincing.

In this context, Fery Irwandi's communication style is interesting to study because he combines rational logic, concrete examples, and straightforward, easy-to-understand language. It also includes verbal and nonverbal expressions that reinforce the message, helping the audience feel more connected to what is being conveyed. The study of the persuasive communication style of digital figures such as Fery is also important to enrich the communication literature in Indonesia. So far, persuasive communication research has focused more on advertising, political campaigns, or religious da'wah. In fact, persuasive communication in digital media that discusses cultural issues and traditional beliefs also has high academic and social value.

Through the analysis of communication styles, it can be understood how message strategies are constructed, structured, and packaged to influence audiences. This aligns with the view that persuasive communication relies not only on the

content of the message but also on the delivery style (NETRA, 2021). Thus, this study not only discusses the content of Fery's argument but also how he communicates the argument. The relevance of this research also lies in its effort to provide an alternative approach to combating hoaxes, myths, and unfounded beliefs. In an era of information overload, society needs communicators who can explain controversial issues convincingly. Fery's persuasive communication style analysis can be an example of effective communication practices in the context of public education.

This research is important because the phenomenon of persuasive communication related to witchcraft still receives little scientific attention. In fact, this issue concerns the psychological, social, and religious aspects of the Indonesian people. By analyzing Fery Irwandi's content, this research can contribute to understanding how communication strategies are used to counter irrational beliefs. In addition, this research is expected to provide a clearer picture of the role of digital communicators in shaping public opinion. The development of technology has given rise to new figures who serve as informal educators in the community. With their communication style, they can rival traditional authorities in shaping how people think.

Research by A. Zaenuri in *JALIE: Journal of Applied Linguistics and Islamic Education* examines the application of persuasive communication techniques in teaching, particularly in the Islamic educational context (Zaenuri, 2017). The results of the study show that persuasive communication plays an important role in enhancing the effectiveness of the teaching and learning process, as it can influence students' attitudes, interests, and motivation towards the subject matter. Zaenuri explained that teachers who use persuasive approaches, such as providing relevant examples, using polite and constructive language, and adopting a positive emotional approach, are more successful in creating a conducive and interactive classroom atmosphere. Thus, this study emphasizes that teachers' ability to apply persuasive communication techniques is a key factor in the success of the educational process, especially in shaping students' character and deepening their understanding.

Next, research conducted by N. L. Zain in the *Nomosleca Journal* discusses persuasive communication strategies in increasing students' motivation to learn (Zain, 2017). The results of this study show that the success of the learning process is not determined solely by the teaching method, but also by the teacher's ability to implement communication strategies that arouse students' interest and enthusiasm. Zain identified that rational, emotional, and moral approaches are the three main

strategies that are effective in building motivation to learn. Teachers who use persuasive communication by providing positive encouragement, rewards, and fostering an empathetic relationship with students have been proven to be able to increase their involvement in learning activities. Thus, this study emphasizes the importance of implementing persuasive communication strategies as a key to creating an inspiring learning atmosphere and encouraging better academic achievement.

Based on the description above, this study focuses on “Analysis of Fery Irwandi’s Persuasive Communication Style in the Video of Dismantling Santet and Indigo’s Lies.” The focus of this research is to answer the question of how persuasive communication styles are used to dismantle mystical issues, as well as how these communication styles influence audience acceptance. Thus, this research is not only useful academically, but also practically in improving people’s critical literacy towards mystical issues. In contrast to previous research that emphasized the application of persuasive communication in the context of education and learning motivation, this study examines persuasive communication styles in the realm of digital media, particularly in educational content that deconstructs mystical beliefs. Therefore, this research has novelty in examining the role of persuasive communication as a strategy for fostering a critical mindset among society through online media.

Research Methods and Theoretical Approaches

This research uses a qualitative approach with a content analysis method. The qualitative approach was chosen because the research focused on understanding the meaning, communication style, and persuasive strategies used by Fery Irwandi in his video. Content analysis allows researchers to examine the text, language, nonverbal expressions, and narratives in the video in depth to identify persuasive communication patterns. The main source of data in this study is Fery Irwandi’s video entitled “Dismantling the Lies of Santet and Indigo,” which was uploaded on his digital channel. Data were collected by observing documentation, namely watching videos repeatedly, recording transcripts, and identifying persuasive communication elements that appeared in both verbal (word choice, sentence structure, argument) and nonverbal (intonation, mimicry, gesture) aspects. In addition, the researcher also supports the data with literature studies from journals, books, and relevant persuasive communication theories.

Data analysis was conducted using the interactive model proposed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. The analysis began with a full transcription of the video content, followed by open coding to identify meaning units related to persuasive communication practices (Qomaruddin & Sa'diyah, 2024). These meaning units included verbal statements, argumentative strategies, and nonverbal expressions appearing in the video. The initial codes were then grouped through an inductive categorization process to generate analytical themes, including rational appeal, emotional appeal, communicator credibility, and language style. Categorization was conducted iteratively using constant comparison across data segments to ensure analytical consistency.

The coding results were subsequently organized into a thematic matrix to facilitate the identification of patterns in persuasive communication practices. To enhance methodological rigor (trustworthiness), several strategies were applied. First, data triangulation was conducted by comparing verbal, visual, and contextual elements of the message within the video. Second, the researcher applied reflexivity by documenting positionality and analytical assumptions throughout the research process. Third, the entire analytical procedure was systematically documented in an audit trail, which records coding decisions, category development, and interpretive processes. Based on this analytical procedure, conclusions were drawn about the persuasive communication style of Fery Irwandi in the video. The analysis followed an inductive approach, ensuring that the findings emerged directly from the empirical data.

Persuasive Communication Theory

Persuasive communication theory is the main foundation in understanding how a communicator seeks to influence the attitudes, views, and behavior of the audience through the message conveyed (Itasari, 2024). According to Gass and Seiter, persuasion is a symbolic process in which a communicator seeks to influence others to change their beliefs, attitudes, or actions by transmitting messages in a stress-free context. In the context of modern mass communication, persuasion occurs not only in interpersonal spaces but also through digital media such as YouTube, which enables the rapid, widespread delivery of messages (Hadi et al., 2020). Therefore, the persuasive communication style is an important factor that determines the extent to which the message is accepted and trusted by the audience.

In this research, persuasive communication theory is used to examine how Fery Irwandi builds arguments and packages messages when discussing mystical issues such as santet and indigo. Fery Irwandi uses a rational, logical approach to raise public awareness of the dangers of believing in mystical practices that lack scientific evidence. This approach is in line with Carl Hovland's persuasive communication model, which emphasizes the three main components of persuasion, namely the communicator (source), the message (message), and the audience (receiver). Fery Irwandi's credibility as a rational public figure enhances his persuasion, while his argumentative, evidence-based message builds the audience's trust in the video's content. Thus, persuasive communication theory provides an analytical framework for assessing how Fery Irwandi's strategy, language style, and message structure are used to influence the audience's views on mystical issues that are often misinterpreted.

In addition, the elaboration likelihood model (ELM) developed by Petty and Cacioppo posits two main paths in the persuasion process: the central and peripheral paths. The central path is used when the audience is cognitively engaged and considering the argument in depth. In contrast, the peripheral path occurs when the audience is influenced by external factors such as credibility, speaking style, or the communicator's appeal. In Fery Irwandi's video, these two lanes appear to be in the same time frame. He uses the central path through logical reasoning and factual data, as well as the peripheral path through a straightforward, expressive, and sometimes humorous delivery style to capture the audience's attention. This dual approach makes Fery Irwandi's persuasive communication style not only informative but also entertaining, so that the anti-mystical message he conveys is easier for the wider community to accept.

Source Credibility Theory

Source credibility theory is a relevant approach to understanding the extent of a communicator's influence in the persuasion process. According to Hovland and Weiss, the credibility of a source is determined by two main components, namely expertise and trustworthiness (MS, 2018). The higher the audience's perception of the communicator's skill and honesty, the more likely it is that the message conveyed will be accepted. In the context of digital communication, such as YouTube, credibility is not only shaped by academic or professional background, but also by content

consistency, transparency, and communicators' interactions with their audience.

In the video “Dismantling the Lies of Santet and Indigo”, Fery Irwandi presents himself as a figure of high credibility, grounded in scientific logic and a skeptical attitude towards supernatural claims. He cites scientific references, presents fact-based arguments, and refutes mystical statements with rational explanations that are easy for the general public to understand. This shows a strong aspect of expertise, where Fery can explain complex issues in popular language without losing their scientific essence. Meanwhile, trustworthiness is built through his honest, straightforward, and non-patronizing communication style, creating an authentic impression in the eyes of the audience. Fery Irwandi's openness to criticism and active involvement in public discussions also strengthen the perception that he is a reliable source of information.

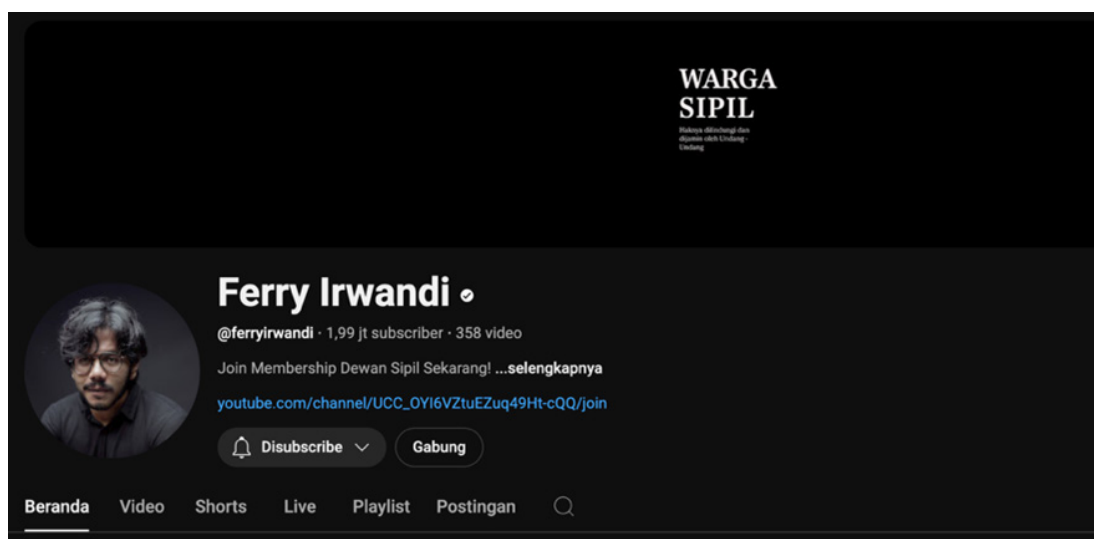
Furthermore, the theory of source credibility can also be attributed to the audience's social perception of communicator figures in the digital era. Credibility is not only determined by the content of the message, but also by the media persona that communicators build in public spaces. Fery Irwandi builds an image as a rational messenger who dares to challenge mystical narratives widely believed by the public. This courage strengthens his image as an independent communicator and in favor of scientific rationality. Thus, the theory of source credibility helps explain why Fery Irwandi's persuasive communication style significantly influences the audience's perceptions and attitudes towards mystical issues. Strong credibility makes the message not only heard but also believed, making it effective in changing people's mindset towards a more critical and rational perspective.

Discussion and Results

Video Overview: “Exposing the Lies of Santet and Indigo”

The video analyzed shows Fery Irwandi as the main communicator who firmly denies and dismantles the practice of witchcraft and Indigo, which is often believed by the public. This video, about 22.40 minutes long, provides logical explanations, concrete examples, and straightforward language. The target audience is the wider community, especially those who still believe in mystical practices. Fery seems to package a message with the main goal of educating the public not to believe irrational things that cause social fear.

Picture 1.1 Fery Irwandi's YouTube Channel



Source: <https://www.youtube.com/@feryirwandi>

The video “Exposing the Lies of Santet and Indigo” features Fery Irwandi as the main communicator who emphatically criticizes public beliefs in mystical practices. In the video, Fery tries to straighten out public perception by showing that Santet and Indigo have no rational basis and are often used as tools to scare the public. The main message to be conveyed is to free the audience from the shackles of irrational fear inherited through tradition and stories from generation to generation. This content is compiled in a systematic flow, starting with the introduction of the issues of witchcraft and Indigo, followed by an explanation of the growing misunderstandings, and finally an affirmation that these beliefs are misleading. This strategy shows Fery’s ability to design a message structure that is easy for the audience to follow, thereby making the persuasive message more effective. With such a flow, the audience is not only informed but also invited to think critically.

In terms of duration, this video is relatively concise, yet information-dense. The presentation of arguments is carried out directly, without going in circles, so it is able to hold the audience’s attention from beginning to end. The effectiveness of this duration is particularly important in the context of digital media, as audiences tend to lose focus when content is too long. That way, the video’s main message can still be conveyed without leaving the audience feeling saturated. The audience targeted by Fery Irwandi is quite diverse, especially the wider community that still holds fast to their belief in mystical things. However, not only those who

believe in witchcraft and Indigo, but this video is also relevant for the younger generation who are beginning to develop a critical attitude towards cultural issues and traditional beliefs. With a straightforward communication style, Fery aims to reach all levels of society so his educational message is understood inclusively.

Picture 1.2 Ferry Irwandi's YouTube Video Thumbnail



Source: <https://youtu.be/9XmYUUNcwAw?si=oAY1Rxz9Flz-zFf3>

In general, these videos can be seen as a form of modern persuasive communication that serves as public education. Fery Irwandi uses the power of digital media to spread messages oriented toward social change, namely, reducing people's dependence on mystical myths that foster fear. The courage in raising this sensitive theme makes the video important to analyze, because it not only contains information but also contains persuasive efforts that can influence the audience's attitude and mindset.

Language Style and Diction Choices

One important finding is the Fery language style, which tends to be direct, straightforward, and simple. He uses words popular in the community so they are easy to understand for audiences with varying educational backgrounds. The choice of firm but uncomplicated diction makes the persuasive message more effective. This aligns with Aristotle's theory of persuasion, which emphasizes the

importance of ethos, pathos, and logos. The simple language style and emotional closeness reflect pathos, while the firmness of diction indicates logos (R. A. V. W. Saputra et al., 2024). Lasswell's theory of effective communication also supports the idea that messages delivered in a language that suits the audience will be more readily received and influence their attitudes and behaviors. In addition, Fery occasionally inserts light humor and everyday expressions to soften the atmosphere, so the audience feels close to the message he conveys.

One important aspect of persuasive communication is the style the communicator uses. In the video "Exposing the Lies of Santet and Indigo", Fery Irwandi uses a direct, straightforward, and simple language style. This style choice makes it easier for messages to reach audiences with diverse educational and social backgrounds (Koriah et al., 2025). Straightforward language is the main strength in conveying a persuasive message. Fery does not use complicated terms or academic jargon, but relies on popular words that are familiar to the public. In this way, it prevents the audience from confusion while increasing the chances of receiving the message conveyed.

Fery Irwandi's diction tends to be firm yet not convoluted. He immediately conveyed the main points without overlong words so that the audience could grasp the essence of the message from the beginning. This aligns with the principle of persuasive communication, which emphasizes the importance of clarity and precision in word choice (Wahyuti & Sos, 2025). In addition to being firm, Fery also demonstrated the ability to use language variations appropriately. For example, when delivering a serious argument, he chooses strong words and emphasizes logic. However, when he wants to break the mood, he inserts light humor and everyday phrases that make the audience more relaxed.

The humor is not excessive, but light, appearing naturally in conversation. This strategy is effective for building emotional closeness with the audience. In persuasive communication, emotional closeness is one of the keys to success in influencing the attitudes and behaviors of the audience (Wati, 2017). The inserted everyday expressions are also part of the language style that makes Fery seem close to the audience. By using the language they often hear and use, he seems to place himself as an equal to the audience, not as a higher or patronizing communicator. This down-to-earth style of language shows that Fery understands his audience's characteristics. Audiences who are used to

hearing about santet and Indigo tend to come from the lower middle class, so simple language is the right choice. This audience understanding is a persuasive strategy that enhances communication effectiveness.

In terms of sentence structure, Fery uses more active, short, and clear sentences. This makes the message feel more lively and convincing. Active sentences also help affirm the communicator's attitude toward the issue being discussed, so that the audience can more easily detect the message's partiality. The choice of diction also shows Fery's courage to express criticism openly. Words such as "false", "unreal", or "misleading" are often used to affirm his position of rejection of witches and Indigo. This choice of words may cause resistance for some audiences, but it actually strengthens the consistency of the persuasive message. Despite the risk of resistance, this assertive style of language also creates an effect of trust. Audiences who are hesitant or already tend to think critically will find it helpful to have clear affirmations. In persuasive communication, the clarity of the communicator's position is often an important factor in shaping public opinion.

If analyzed further, Fery's language reflects a combination of rational and emotional persuasion. Rationality is seen in the use of logical language and simple facts, while emotionality is seen in expressions that touch the audience's feelings. The combination of the two creates a stronger persuasion. Thus, Fery Irwandi's language style and diction choices have succeeded in building effective persuasive communication. He can combine firmness, simplicity, light humor, and the closeness of everyday language in one convincing narrative. This makes the educational message not only easy to understand, but also has great potential to change the audience's perspective on the issue of witchcraft and indigo.

Persuasive Strategies: Rational and Emotional

Fery Irwandi combines rational appeal with emotional appeal. Rationally, he conveys the logical argument that santet and indigo have no scientific basis or real evidence. He emphasized the importance of thinking critically and not getting caught up in fear. Emotionally, Fery seeks to evoke the audience's feelings by highlighting the negative impacts of mystical beliefs, including fear, social conflict, and the potential for fraud. This combination makes the message more receptive to audiences with different religious backgrounds. Persuasive strategies

are an important element of communication because the success of a message is determined not only by its content but also by how it is delivered. In the video “Dismantling the Lies of Santet and Indigo”, Fery Irwandi consistently uses two main approaches: rational and emotional appeals. The combination of the two creates a stronger influence and touches different layers of the audience.

The rational approach is evident when Fery puts forward a logical argument about the witch and the Indigo. He emphasized that the practice lacks a scientific basis or any real evidence to account for. Through this logical explanation, Fery invites the audience to use critical reasoning to assess mystical issues rather than simply accepting them based on tradition or ancestral stories. Fery often uses concrete examples to reinforce his rational appeal. For example, he explained that many cases of witchcraft are, in fact, just coincidences or human engineering. Presenting this example makes the argument more acceptable because the audience can relate to everyday experiences. This strategy aligns with persuasive communication theory, which holds that empirical evidence strengthens the credibility of the message.

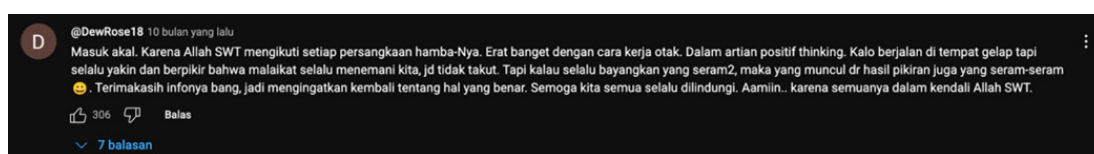
In addition to logic, Fery also uses simple facts to debunk the myth of witchcraft. He emphasized that there is no scientific research to support the existence of witchcraft or Indigo. By linking the message to science, Fery seeks to foster the belief that rationality is the best means of understanding social phenomena. On the other hand, Fery not only relies on rationality but also touches on the audience's emotions. He highlighted the negative impact of belief in witches, including excessive fear, social conflicts among citizens, and the emergence of fraudulent practices under the guise of mystical science. This delivery can evoke the audience's concern about the consequences of wrong beliefs.

The emotional persuasion used by Fery emphasizes more empathy for people's conditions. He does not necessarily blame people who believe in witchcraft, but tries to understand the fear they experience. That way, his persuasive message does not seem patronizing, but rather invites and guides the audience out of the shackles of irrationality. This combinative strategy is important because audiences are not homogeneous. Some audiences may find it easier to accept rational arguments, while others are more affected by emotional touches (Suhardi, 2025). By combining the two, Fery can reach a wider, more diverse audience across faiths and educational levels.

From a communication perspective, Fery's rational and emotional strategies align with the dual-process model of persuasion: the central route and the peripheral

route. The central route involves logical and critical processing, while the peripheral route involves emotions and associations (Febiola et al., 2025). Fery seems to be aware of this and tries to balance the two in his delivery. The effectiveness of this strategy is evident in the audience's positive response to the video. Many comments showed a sense of enlightenment after watching, although not a few also gave resistance. This shows that persuasive communication does not always result in full acceptance, but it still creates space for constructive discussion.

Picture 1.3 Audean positive response



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

The rational strategy also serves to build Fery's credibility as a communicator. By presenting logical arguments, he is seen as someone who understands the issue and has a strong basis for his thinking. Meanwhile, emotional strategies strengthen his humanist side, making the audience feel closer to and more connected with the message he conveys. The combination of rational and emotional in Fery Irwandi's persuasive communication also serves as a model for public education in the digital era. Many social issues require a similar approach, where rationality is the foundation and empathy is the bridge connecting the message to society's psychological reality. Thus, Fery Irwandi's persuasive strategy in the video "Dismantling the Lies of Santet and Indigo" is effective. He can package a strong message logically while also touching the emotional side of the audience. This makes the message not only informative but also transformative, as it has the potential to change people's perspectives on deeply rooted mystical issues.

Communicator Credibility

Credibility is one of the important factors in the success of persuasive communication (Riana et al., 2024). Fery Irwandi appears in this video with high

confidence, a serious expression, and a consistent speaking style. This fosters an image as a competent and trustworthy communicator. The audience judges a communicator not only by the content of the argument, but also by the way he or she presents himself. This strong credibility strengthens his persuasion.

The communicator's credibility is one of the factors that greatly determine the success of persuasive communication (Winoto, 2015), especially when delivering messages related to sensitive issues such as the myth of witchcraft and Indigo. Fery Irwandi, in his video, presents himself as a credible communicator through a confident attitude, steady intonation, and consistent facial expressions. This credibility is not just present but is formed by a combination of personal, social, and rhetorical factors that create the audience's perception of him as a figure worthy of trust (Mury Andayani & Santoso, 2025). Theoretically, the credibility of communicators can be seen through three main dimensions: competence, trustworthiness, and attractiveness (Rahmah, 2013). Fery managed to show the three in a balanced manner. In terms of competence, he shows adequate knowledge of the topic discussed by presenting logical arguments and concrete examples. In terms of trust, he displayed seriousness in conveying a message without underestimating the audience's beliefs. Meanwhile, in terms of attractiveness, Fery presents a simple but effective communication style that does not seem distant from the audience.

Fery's credibility is growing as he emphasizes the consistency of the message from start to finish. This consistency creates the impression that he has a clear position in rejecting the myth of witchcraft, so the audience does not find contradictions that could weaken his persuasion. In communication, inconsistencies often cause doubts, but consistency is the foundation for fostering audience confidence in the integrity of communicators. Fery's facial expressions and body language also contribute significantly to his credibility. He uses a serious expression to emphasize the message's importance, so the audience feels the issues discussed are not just entertainment but problems with real implications for social life. The calm, controlled body language also reinforces the impression that Fery has moral authority in presenting his arguments.

Picture 1.4 Credibility Communicator, facial expressions, and body language



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

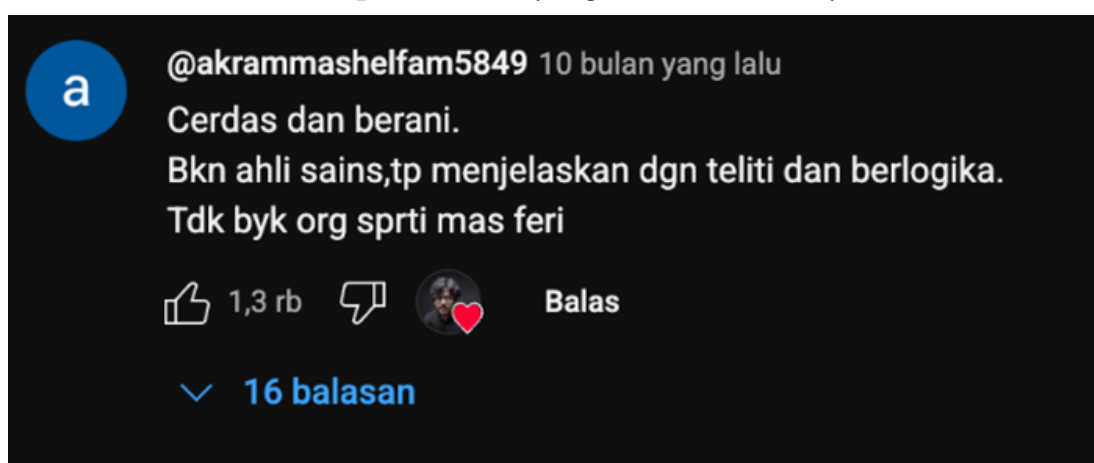
The credibility of communicators in a digital context like YouTube is not only judged by appearance when speaking, but also by the reputation built through previous content. Fery, who consistently dismantles mystical issues and emphasizes the importance of critical thinking, has built a self-image as an educational figure. This makes each new piece of content easier to trust because the audience already has positive expectations for the communicator's integrity. One of Fery's strong indicators of credibility is his ability to adapt the language style to the character of the audience. He does not use overly complicated academic terms, but still keeps his message sound, rational, and weighty. Thus, audiences from various educational backgrounds can understand the message he conveys without feeling underestimated or considered ignorant. This adaptation strengthens the communicator's appeal in building relationships with the audience.

Fery's credibility can also be seen in how he avoids confrontational attitudes towards audiences who may still believe in witches. Instead of attacking, he prefers an educational approach by emphasizing the negative impact of irrational beliefs. This strategy makes the audience feel valued, so they are more open to receiving the message. This attitude of respecting differences in belief adds to the

audience's trust in the communicator's moral integrity. In terms of communication theory, Fery Irwandi's credibility can be explained through the concept of ethos in Aristotle's rhetoric. Ethos includes not only the character of the communicator but also how he presents himself in the process of communication (Hasmawati, 2020). Fery demonstrates a strong ethos through intellectual competence, honesty, and social concern. This makes the message he conveys not only heard, but also believed by most of the audience.

Credibility is also strengthened through the use of relevant supporting evidence. Although Fery does not always cite academic research directly, he uses examples of social cases that the audience can verify. This empirical evidence helps build the audience's trust that the arguments presented are not mere assumptions but rather rooted in observable reality. Thus, its credibility is not only personal but also based on social realities. In the digital age, communicators' credibility is often tested through audience interaction, such as comments or responses. Fery Irwandi maintained his credibility by consistently responding to the audience and adhering to the principle of rationality. This interaction adds to his trustworthiness because the audience sees that he is not only speaking one-sidedly but also willing to listen and respond wisely.

Picture 1.5 Respon audiens yang notice oleh Fery Irwandi



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

Strong credibility makes Fery not only seen as a messenger, but also as a public figure with authority in social education issues. This role expands the impact of his communication, as the messages he conveys can influence public opinion

and shift people's perspectives on mystical issues. As such, Fery's credibility is not only beneficial on an individual level but also has broader social implications. Based on this description, it can be concluded that communicators' credibility is an element that cannot be ignored in persuasive communication. Fery Irwandi, through confidence, consistency, body language, and communication strategies that respect the audience. This credibility not only strengthens his persuasion but also makes him an agent of social change relevant to the context of public education. With strong credibility, his persuasive message can go beyond mere discourse and change the audience's beliefs and behavior.

Verbal and Nonverbal Aspects

In the verbal aspect, Fery uses firm voice intonation and emphasizes key words such as "lie", "unreal", and "be critical". Consistent intonation helps clarify the main message. In the nonverbal aspect, serious facial expressions and occasional hand movements that emphasize arguments reinforce his verbal message. This combination of verbal and nonverbal cues aligns with the theory of persuasive communication, which emphasizes the importance of message synchronization (Gobel & Usman, 2025).

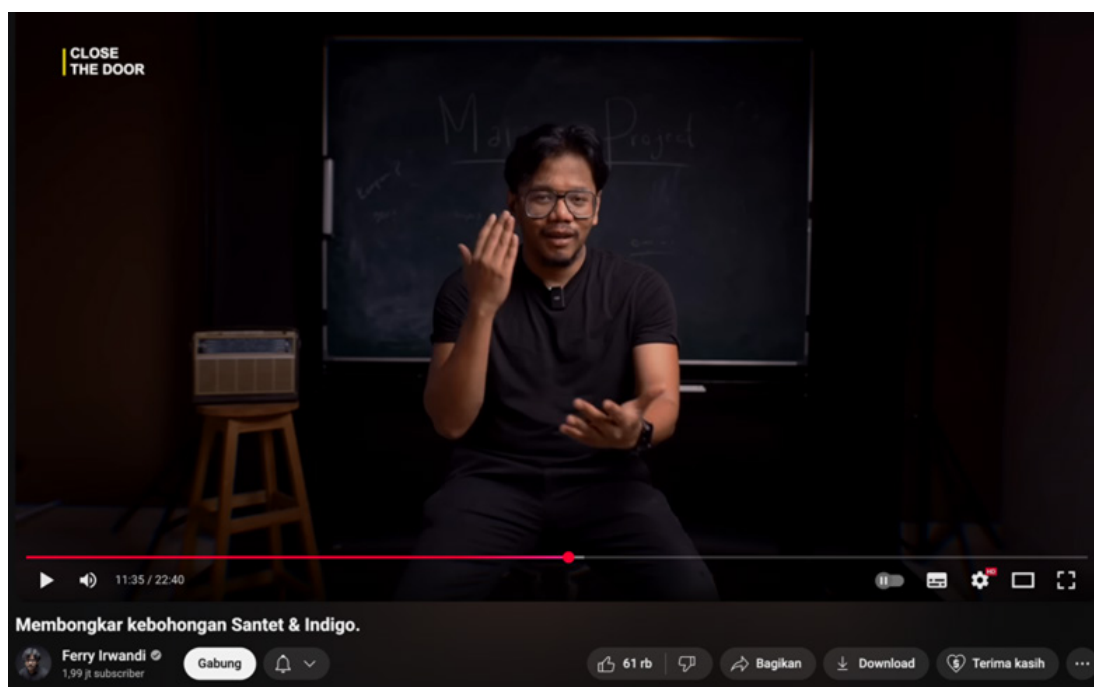
The verbal aspect is an important dimension of persuasive communication because it directly shapes how the message is conveyed through words (Huzaifah & Afandi, 2025). In the video "Dismantling the Lies of Santet and Indigo", Fery Irwandi uses a straightforward, simple, but meaningful speaking style. He emphasized keywords such as "lie", "unreal", and "be critical" as a form of core affirmation of the message. The use of diction is not just a choice of words but a rhetorical strategy that aims to shape the audience's mindset to doubt myths and adopt rational reasoning. The emphasis on keywords shows the presence of a framing strategy that positions the problem in the direction the communicator wants. By calling witchcraft a "lie", Fery indirectly builds a new cognitive framework in the audience's mind that the practice has no basis. This shows that the verbal aspect serves as a tool for building a new social reality, one based more on logic and rationality than on traditional beliefs.

Firm and consistent voice intonation also plays a crucial role in reinforcing verbal messages (Mamis et al., 2025). The intonation that rises when the term "unreal" is mentioned creates an emotional effect that makes it easier for the audience to

believe the statement. In persuasive communication theory, appropriate intonation can increase the audience's trust in the communicator because the message sounds more convincing and confident (Wahyuti & Sos, 2025). In addition to the verbal aspect, Fery's nonverbal communication is also very dominant and supports each other's message content. The serious expression on his face gave the impression that the issue under discussion was important and should not be underestimated. This expression reinforces the meaning of the words, as the audience tends to trust the communicator more when the facial expressions are in harmony with the message's content. In other words, the consistency between verbal and nonverbal adds legitimacy to the argument being built.

The hand movements Fery occasionally uses function as emphasis gestures, movements that aim to affirm certain arguments. For example, when he emphasizes that the witch is just a lie, the gesture of the hand pointing or clenching and slapping adds emotional weight to his statement. In communication studies, these gestures help the audience better understand the message by providing visual cues that align with the verbal message.

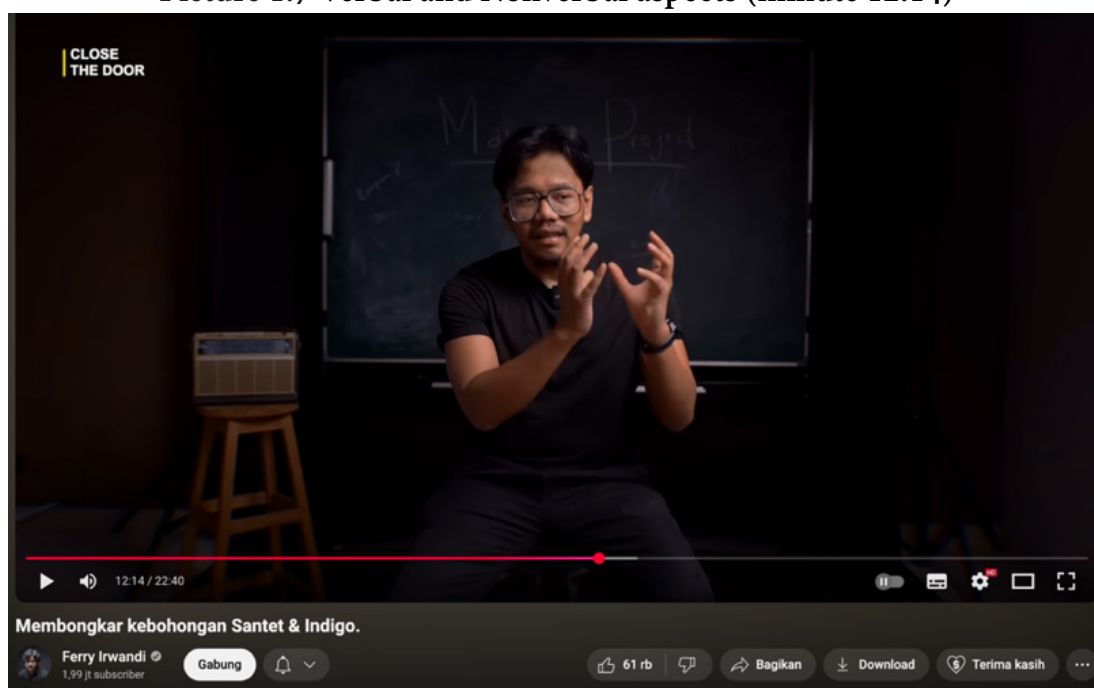
Picture 1.6 Verbal and Nonverbal aspects (11:35 minutes)



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

The nonverbal aspect of persuasive communication is not only about expressions and body movements, but also includes eye contact (MACHFIROH, 2025). Even though in the video, eye contact is shown only through looking into the camera, Fery manages to use this to create an impression of closeness with the audience. The gaze directly towards the camera seems to invite the audience into a personal dialogue, making the message feel more intimate and credible. Synchronization between verbal and non-verbal aspects is one of the keys to Fery's success in conveying his persuasive message. If the words spoken are not supported by appropriate expressions or body language, the audience is likely to doubt the communicator's sincerity. In Fery's case, harmonious synchronization actually creates an impression of authenticity, so that the audience more easily accepts the message as true.

Picture 1.7 Verbal and Nonverbal aspects (minute 12:14)



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

Fery's communication success can also be analyzed through Mehrabian's theory, which states that communication effectiveness is influenced by 7% of verbal messages, 38% of voice intonation, and 55% of body language (Nathany et al., 2023). This video shows that while the verbal aspect is important for providing a logical framework, the main strength lies in the nonverbal aspect, which emphasizes the credibility of the message. This means that Fery's expressions, gestures, and intonation

serve as a medium that brings verbal messages to life, making them more persuasive. In addition, Fery's verbal and nonverbal aspects complement each other in forming an emotional attraction. The words "be critical" are not only a rational call; with a steady intonation and a sharp gaze, they become an emotional call to action. It is this combination that makes the audience not only hear the information, but also be encouraged to reflect and possibly change their behavior.

From the perspective of communication semiotics, Fery's verbal aspect can be seen as a denotative sign that conveys an explicit message. In contrast, its nonverbal aspect serves as a connotative sign, adding emotional and psychological meaning. The interaction of the two forms a complex sign system, so that the message is not only cognitively captured, but also felt affectively by the audience. The effective use of verbal and nonverbal aspects also shows that Fery understands the principles of audience-centered communication. He realizes that his audience comes from diverse backgrounds, so the message needs to be packaged in simple language, with firm intonation and a serious expression to be relevant to all groups. This proves that the communication strategy is not only spontaneous but also designed with the audience's needs and characteristics in mind.

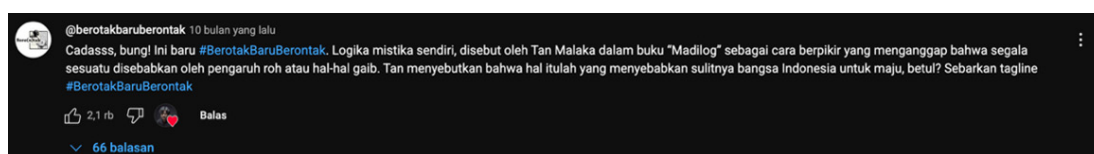
Thus, it can be concluded that the verbal and nonverbal aspects of Fery Irwandi's communication form an integral unity. Firm words, consistent intonation, serious facial expressions, emphasis gestures, and a direct look at the camera complement each other in building credibility and persuasiveness. This combination aligns with the theory of persuasive communication, which emphasizes the importance of synchronizing what is said with how it is delivered (Akbar et al., 2024). Therefore, Fery's success in dismantling the myth of witchcraft is determined not only by the power of rational argument but also by his ability to orchestrate the verbal and nonverbal aspects effectively.

Audience Acceptance and Social Relevance

The audience's acceptance of a persuasive message is never uniform. The video "Exposing the Lies of Santet and Indigo," presented by Fery Irwandi, shows that younger audiences, especially millennials and Gen Z, respond positively because they are relatively more critical of mystical issues. The presence of digital media makes this group accustomed to accessing rational, scientific information,

so Fery's logical arguments are more easily accepted. The positive response shows that a persuasive message, packaged in a straightforward style, can penetrate the mindset of a generation that tends to be skeptical of supernatural traditions.

Picture 1.8 Example of a positive response from the audience



Source: <https://www.youtube.com/watch?v=9XmYUUNcwAw&t=5s>

Nonetheless, a positive reception does not mean that the message is universally accepted. In social reality, there are still community groups that hold to the belief in witchcraft and Indigo as part of their cultural heritage and hereditary beliefs. For this group, Fery's message can actually cause resistance. They tend to reject rational arguments because mystical experiences are something real in their lives. This shows that persuasive communication has limitations, as results are heavily influenced by the audience's social, cultural, and psychological background. The resistance that arises from some people does not necessarily mean a failure of persuasive communication. On the contrary, resistance can be an indicator that the issues discussed are indeed important and touch the roots of people's beliefs. The presence of resistance gave rise to a broader public discourse about the correctness or otherwise of the practice of witchcraft. In other words, although not all audiences immediately accepted Fery's message, the video succeeded in opening a space for social dialogue that had previously been closed due to the taboo on critically discussing mystical issues.

The social relevance of this video becomes stronger because belief in witchcraft and mystical practices not only has implications for personal belief but also for the social relations within the community. Fear of witchcraft often causes conflicts between individuals, creates stigma, and even leads to acts of violence. By exposing the lies behind the witchcraft, Fery helps people realize that myth-based conflicts can be minimized if individuals are willing to think more critically and rationally. The acceptance of diverse audiences reflects generational differences in how mystical practices are viewed. Older generations tend to find it

more difficult to accept rational arguments because their beliefs have been formed over decades through cultural socialization. Meanwhile, the younger generation, accustomed to accessing digital media, is more likely to adopt critical approaches. This phenomenon shows that persuasive communication in the realm of mystical issues faces not only cognitive but also intergenerational challenges.

The positive response from the younger generation also shows that digital media has great potential as a space for social education. YouTube, for example, is no longer just an entertainment platform but has become an arena for shaping public opinion. Fery's video is an example of how persuasive messages, when conveyed with the right communication strategy, can increase the audience's critical literacy, especially in dealing with issues that are often used by certain parties to stoke social fear or even commit fraud. The social relevance of this video can also be seen from its contribution to supporting the science literacy and rationality movement in society. By emphasizing that santet lacks a scientific basis, Fery invites the audience to rely more on logic and knowledge to understand social phenomena. This effort is important, given that many Indonesians still rely on supernatural experiences to inform social and personal decisions.

Despite resistance, Fery's message remains relevant because it addresses the fundamental problem of how people think. The persuasive communication he carried out became a means to challenge beliefs accepted without criticism. From the perspective of social change communication, this can be seen as the initial stage of transformation, where messages do not always directly change behavior but can shake the basic assumptions that underpin beliefs (Kusumadinata, 2015). Audience acceptance is also closely related to the communicator's credibility. The positive response indicated that the audience judged Fery as a competent and trustworthy figure. This credibility is key so that the message is not only heard, but also seriously considered. However, for the group that refuses, credibility is no longer the main factor, as their beliefs are stronger than the communicator's authority. This situation illustrates the complex dynamics of persuasive message reception.

Another social relevance concerns efforts to prevent the abuse of mystical beliefs for economic and political purposes. There are not a few cases of fraud, manipulation, and shamanic practices that harm the community because they take advantage of the fear of witches. By educating the public through the media, Fery's video helps suppress such exploitative practices. In other words, this

persuasive message has practical implications in protecting society from social and material harm. The social impact of this video can also be analyzed within the framework of digital literacy. The audience not only learns about the message's content but also how to use digital media as an alternative source of information for traditional issues. By watching videos that debunk myths, people indirectly gain critical skills in choosing the content they consume. This aligns with the goal of digital literacy, which encourages people to be wiser in receiving information in the era of data flooding.

Thus, it can be concluded that the audience's acceptance of Fery Irwandi's video is plural, influenced by generation, culture, and literacy level. Although resistance persists, a positive response from young audiences indicates a paradigm shift towards a more critical and rational way of thinking. The social relevance of these videos is significant, not only in building critical literacy but also in reducing myth-based fears, preventing social conflicts, and protecting society from exploitation. Therefore, this kind of persuasive communication deserves to be seen as part of a strategic public education movement in the digital era.

Discussion with Persuasive Communication Theory

The findings of this study are in line with persuasive communication theory, which emphasizes the importance of a combination of rational and emotional aspects, communicator credibility, and the suitability of the message to the needs of the audience (Kusumajanti et al., 2025). Fery Irwandi's communication style shows that persuasiveness is not only about the content of the argument but also about how it is communicated. By combining logic, empathy, and a straightforward delivery style, the message becomes stronger and more effective.

The findings of this study show that the success of persuasive communication is not solely determined by the content of the argument, but also by its structure, presentation, and positioning within the social context of the audience. This shows that persuasive communication is a complex and multidimensional process, involving rational and emotional aspects, the credibility of the communicator, and the suitability of the message to the audience's needs. These four dimensions are interrelated and inseparable, because the success of a persuasive message always depends on the balance between substance and style of delivery.

Fery Irwandi's communication style, for example, is concrete proof that persuasion works not only through the power of logic alone, but also through the

emotional attraction and trust built by the communicator. With straightforward delivery, serious expressions, and easy-to-understand language, the message not only reaches the audience's cognitive realm but also touches their affective side. This reinforces the theory of persuasive communication, which emphasizes that the emotions and credibility of communicators can magnify the chances of receiving messages. In terms of rationality, the use of logic-based arguments to reject mystical beliefs is the main basis for strengthening Fery's message. By emphasizing factual and analytical aspects, he invites the audience to think critically, so that the message conveyed is not only dogmatic but also rational. This rationality is what makes the audience feel they have a strong reason to change their perspective. However, rationality alone is often not enough, so a combination with an emotional aspect is needed.

The emotional aspect is evident in the way Fery uses intonation, facial expressions, and language to emphasize the urgency of the problem. When he says words like "lie" or "unreal", the audience not only hears the information, but also feels an emotional invitation to reject irrational things. Thus, persuasive messages become more lively and touch the audience's consciousness more deeply. The communicator's credibility is also a crucial factor in the success of this communication. Fery comes across confidently, is consistent in his arguments, and demonstrates a serious attitude, reinforcing his image as a competent and trustworthy communicator. This credibility reinforces the rational and emotional messages he conveys, as the audience is more likely to accept information from a figure perceived as authoritative and trustworthy (Lubis, 2024). This aligns with the concept of *ethos* in Aristotle's rhetorical theory, where trust in the speaker is one of the main factors that determine the success of persuasion. Thus, Fery's credibility not only builds the audience's trust but also lends legitimacy, making his message easier to accept and internalize.

In addition, the suitability of the message to the audience's needs is an important part of persuasive communication. The target audience is the younger generation, who tend to be more critical of mystical issues. Hence, a straightforward, direct delivery of messages is very relevant to their way of thinking. This shows that persuasive communication is always contextual and must be tailored to the audience's characteristics. From a theoretical perspective, the findings of this study reaffirm the idea that persuasive communication is not a linear process

but an interactive, situational one. Persuasive messages are only effective when they balance the rational and emotional dimensions and are supported by the communicator's credibility and social relevance. In other words, persuasive communication theory is validated by Fery Irwandi's communication practice, which successfully harmonizes the substance of the message with its delivery.

These findings also underscore the importance of paying attention to nonverbal elements in persuasive communication. Hand movements, facial expressions, and tone of voice have great power in supporting verbal messages. Synchronization between the two creates a unified message that is easier for the audience to accept. This aligns with the theory that nonverbal communication can strengthen or even weaken the verbal message being conveyed. In addition, these findings show that message reception dynamics are not always uniform. Although many audiences responded positively, some community groups resisted because of their strong belief in myths and mystics. This indicates that persuasive communication always involves social and cultural factors that shape how the audience interprets the message.

However, this resistance actually underscores the importance of persuasive communication, which opens up spaces for dialogue and expands public discourse. By presenting controversial issues, persuasive communication can spark more critical discussion, allowing audiences to reconsider their beliefs. In this context, Fery's persuasive message not only targets immediate change but also instills the seeds of critical awareness in society. In terms of social relevance, Fery's communication style makes a significant contribution to building critical literacy in the community. By emphasizing that myth-based fears have no rational basis, this communication helps people escape the shackles of irrational thinking. The critical literacy that is formed will be an important asset for the community in dealing with various social issues in the information era, which is full of hoaxes and disinformation.

Overall, this study confirms that effective persuasive communication always involves synergy between rational, emotional, communicator's credibility, and social relevance aspects. Fery Irwandi's communication style is a clear example of how these four aspects can be harmoniously combined to produce a strong, convincing, and socially impactful message. These findings contribute to the development of persuasive communication theories and provide practical guidance for communicators across various social contexts.

Conclusion

This study concludes that persuasive communication is a multidimensional process that depends not only on the strength of the argument but also on the delivery style, the communicator's credibility, and the suitability of the message to the audience. Fery Irwandi's case shows how rational and emotional aspects can be balanced to produce effective messages. Messages based on critical logic against myths and mystics are combined with straightforward communication styles, serious expressions, and firm intonation, creating cognitive and affective appeal for the audience. The credibility of communicators is an important finding in this study. Fery Irwandi appeared with high confidence, a consistent argument, and a serious delivery style, thereby fostering the audience's perception that he was a trustworthy communicator. It is this credibility that strengthens the message's legitimacy and increases the effectiveness of persuasive communication. Thus, this study confirms that public trust in communicators plays a central role in determining the success of a persuasive message.

In addition, this study's results show that verbal and nonverbal aspects play complementary roles in persuasive communication. Firm voice intonation, repeated use of keywords, serious facial expressions, and hand gestures that support verbal messages are important factors that strengthen persuasion. These findings confirm that persuasive communication cannot be understood solely through words, but must be seen as a unity between what is spoken and how the message is manifested nonverbally. The audience's response to the message showed positive acceptance, especially among the younger generation, although resistance persisted among groups that strongly maintained their belief in the myth. This fact shows that persuasive communication is not always able to generate full acceptance, but it still plays an important role as an entrance to build critical awareness. Thus, persuasive communication has a strategic function not only to change views directly, but also to open up discussion spaces and broaden the horizons of audience thought.

This study demonstrates that the effectiveness of persuasive communication lies in the integration of rational argumentation, emotional engagement, communicator credibility, and the social relevance of messages to audience needs. The findings show that persuasive communication in digital media does not merely function as information transfer but also contributes to the development

of critical literacy, strengthens analytical thinking, and encourages audiences to move beyond myth-based perspectives. In this regard, Fery Irwandi's persuasive communication practices demonstrate how digital content can simultaneously inform, educate, and empower audiences in contemporary social contexts.

This study contributes to the theoretical development of persuasive communication scholarship, particularly by understanding how digital discourse can challenge deeply rooted belief systems. Practically, it offers insights for communicators, educators, and digital content creators seeking to promote critical awareness through socially relevant messaging. Future research is recommended to expand this line of inquiry in several specific directions. *First*, comparative studies across different digital platforms (e.g., video-sharing platforms, short-form content platforms, and social media networks) could reveal how platform characteristics influence persuasive strategies and audience reception. *Second*, studies employing broader and more diverse datasets would allow for greater generalizability of findings across communicators and content types. *Third*, alternative methodological approaches, such as audience reception studies, experimental designs, or mixed-methods research, could provide deeper insight into the effectiveness and impact of persuasive communication on belief change. These directions may further strengthen the empirical and theoretical development of persuasive communication research in digital contexts.

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