

# Analysis of Persuasive Messages on TikTok Influencer 'Relationship' Content: Its Impact on Audience Behavior

Nasyifa Mawar Septiyani<sup>1\*</sup>, Andre Rahmanto<sup>2</sup>, Mahfud Anshori<sup>3</sup>

<sup>1,2,3</sup>Sebelas Maret University

\*email Korespondensi: [nasyifamawar09@student.uns.ac.id](mailto:nasyifamawar09@student.uns.ac.id)

**Abstract:** This study analyzes the use of persuasive communication in TikTok content @nmaliccaa, which focuses on relationship tips. The study aims to find out how persuasive communication is in Relationship content on the TikTok account @nmaliccaa. This research uses Carl Hovland's persuasive communication theory to explore the application of persuasive communication techniques by TikTok creator @nmaliccaa in her Relationship content. The method applied in this study is descriptive qualitative and content analysis; we observe specific video content that discusses Relationships. The results of the analysis show that @nmaliccaa effectively uses persuasive communication techniques from Onong Uchana Effendy, such as association, integrity, rewards, order, and red-herring. The use of relaxed, personal, and relevant language to the audience's experience, as well as the delivery of solutions to common problems in relationships, are the keys to @nmaliccaa's success in influencing her audience. @nmaliccaa's content on Relationships has succeeded in attracting a wide audience and triggering behavioural change. This study confirms TikTok's potential as an effective platform for spreading persuasive messages and inspiring behavioural change.

**Keywords:** *influencer, persuasive communication, relationship, social media*

## INTRODUCTION

Social media is an internet-based platform allowing users to present themselves, interact, collaborate, share, communicate with others, and build social relationships virtually. This means that social media users can create or consume content while building relationships with other users. The number of Indonesian internet users has continued to increase during the pandemic. The Ministry of Communication and Information (Kemkominfo) reported an increase in internet users to 175 million people from a total digital population of 272.1 million. Meanwhile, social media users reached 160 million of the population (Sukma Alam, 2020). Social media grows yearly and is increasingly diverse, from the most prominent platforms to the most popular among teenagers, such as Instagram, TikTok, Twitter, WhatsApp, LINE, YouTube, Facebook, and others. Each social media platform has its advantages that attract the attention of teenagers, especially generations Y and Z, known as millennials and digital natives. The current development of social media also has positive and negative impacts (Titania & Sudradjat, 2024).

The percentage of internet users using each social media platform [survey-based] is shown in the figure below:

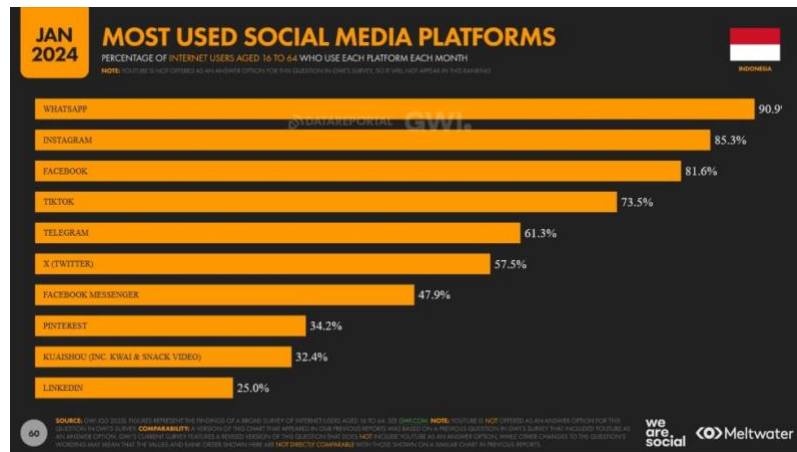


Image. 1 Social Media Platforms Widely Used in Indonesia in 2024 Hootsuite

(We Are Social)

In 2021, in collaboration with Hootsuite, British media company We Are Social released a report entitled “Digital 2021: The Latest Insight Into The State of Digital”. The report presents research results on social media usage patterns in various countries, including Indonesia. On average, Indonesians spend three hours and fourteen minutes daily accessing social media. Of Indonesia’s total population of 274.9 million, active social media users reach 170 million people.

Data released by advertising resource ByteDance shows that by early 2024, TikTok will have 126.8 million users aged 18 and above in Indonesia. For reference, ByteDance reported that TikTok ads reached 64.8 per cent of all adults aged 18 and over in the country during the same period. TikTok’s ad reach in Indonesia also reached 68.5 per cent of all local internet users in early 2024, regardless of age. In demographics, by early 2024, 46.5 per cent of TikTok’s advertising audience in Indonesia was female, while 53.5 per cent was male. Additionally, data from the ad planning tool ByteDance shows that TikTok’s potential ad reach in Indonesia increased by 17 million (+15.4 per cent) between early 2023 and early 2024.

The presence of social media offers a wide range of interactions and facilitates the dissemination of information that people can access quickly without the need to meet in person. Understanding the use of social media includes introducing various platforms, evaluating their features, and utilizing them as needed. Activities on social media are now not only limited to interacting; they are also used for business, promotion, career, and building identity, reputation, trust and image. Some often used platforms are Facebook, Twitter, Instagram, TikTok, and WhatsApp. TikTok is a social media that is loved greatly (Tresia & Risdiyanto, 2024). TikTok is an application that allows users to share short music videos. Besides the name TikTok, it is also known as Douyin, a short vibrato video. TikTok was first introduced and launched in September 2016 (Ferira, 2022).

In today's digital era, influencers have become one of the main forces in shaping people's opinions and behaviour on social media. They are not just individuals who have a large following but can also function as agents of change by spreading positive messages that can influence the lifestyle and views of their followers. The widespread use of social media now not only serves as a means to show personal existence but has developed into a business platform (Mahdia, 2018). Influencer interactivity on social media is a form of two-way communication between users and influencers. This can be in the form of comments or criticisms left by users on the influencer's profile. Before the internet, fans often found it

difficult to communicate directly with their celebrities. However, with the development of the internet, influencers and their followers can now communicate more effectively. The internet allows followers to like or dislike influencer posts as well as view messages left by other users. This concept of interactivity is not new in research, especially in brand engagement studies on websites (Rehman et al., 2020).

In conveying messages, techniques that are in harmony are needed, especially in persuasive communication, so the message becomes more effective. On social media such as TikTok, creators use this platform to convey messages persuasively to persuade and influence the emotions and attitudes of the audience. Therefore, it is very important to understand effective persuasive communication techniques to achieve the desired results. Video content created by influencers is a form of interpersonal communication to the audience. Interpersonal communication involves two people and is different from group communication, requiring full involvement. If one withdraws, communication ends, including on social media. Without a response, communication is only one way, but if there is interaction, interpersonal communication occurs. Many people feel that online communication makes it easier to have close relationships because it is easier to express opinions and open up. Online communication is not limited by time or place, allows interaction anytime and anywhere, and is cheaper, faster, and more practical than face-to-face or telephone (Watie, 2016).

The marketing world has utilized the rapid growth of social media users to promote their products to a broader audience. Many social media users are involved in product promotions, directly or through the storylines they create. Influencer marketing focuses on using influencers to convey brand messages to target segments. In the highly connected internet era, social media influencers have become effective third-party advocates. They usually interact online with their followers, regularly updating information through social media (Riadi et al., 2022). The way of communicating on social media today has changed the way of thinking and allowed everyone to voice their opinions and share the content they create. This makes influencer marketing something unique and different. The term "social media influencer" refers to a person's ability to spread information to their followers on social media platforms (Anjani & Irwansyah, 2020). These influencers can come from various backgrounds, including celebrities, athletes, and professionals. Influencers are a type of micro-celebrity who share their daily activities, from simple things to seemingly ordinary things, then turn them into interesting content that opens up exclusive career opportunities. They act as public opinion shapers who influence audiences by building a planned image on social media, supported by direct interaction with their followers in the real world (Rimadias et al., 2022).

Secondary media is important in communication because it efficiently reaches many people, such as newspapers, radio, or television, which can spread messages widely with one broadcast. Although efficient for information, experts consider face-to-face communication more effective for persuasive messages because it allows for direct feedback, unlike mass media, where feedback is often delayed. Even so, feedback in the media still exists, such as in letters or radio, although not directly. The selection of media must consider the characteristics and targets of the communicant because each media has different effectiveness for certain types of messages (Effendy, 2007). Persuasive communication is a key in conveying information that can influence behavioural change. Larson (1968) and Soemirat (2014) stated that in persuasive communication, both communicators and communicators can influence each other. Shanon and Weaver (1949) also emphasized that every communication activity that involves a person's thoughts has the potential to influence. Persuasive communication functions as a theory that can change or strengthen public

attitudes and beliefs, for example, by providing health information that aims to encourage individuals to act in accordance with the information (Widyasari et al., 2023).

Persuasive communication has a process that describes the flow or stages of sending persuasive messages from the communicator (persuader) until it is received, processed, and understood by the recipient of the message (persuadee). Carl Hovland, one of the first theorists to develop a communication model, created a persuasive communication model in which the communicator conveys a message by paying attention to the elements of attention, understanding, learning, acceptance, and storage. The message is then learned by the recipient, who accepts and acknowledges it, resulting in a change in attitude in response to the persuasive communication delivered (Mirawati, 2021).

According to Onong U. Effendy (2004: 23), persuasive communication techniques include several methods, such as association techniques, namely conveying messages by linking them to objects or events that are attracting public attention. Then there is the integration technique, where the communicator can blend communicatively with the communicant, both through verbal and non-verbal words, to create the impression that the communicator has the same life as the communicant. An example of this technique is using the word "we" by the communicator. Furthermore, the reward technique influences others by offering something beneficial or giving hope. The arrangement technique is a method of composing messages interestingly so that they are pleasant to hear or read and can motivate individuals to take the suggested action. Finally, the red herring technique is a strategy in which the communicator diverts attention from a weak argument to a more powerful aspect to attack the opponent, especially in a pressing situation (Yaumninnisa & Taher, 2019).

Little John (2004) highlights the information integration theory regarding the formation and change of attitudes. This theory emphasizes that an individual's attitude is formed based on information received through communication. On social media, content about self-love is increasingly emerging. Many influencers and psychology experts are actively creating content that encourages audiences to always love and accept themselves physically and emotionally. Through motivational videos, tips for increasing self-confidence, and guides for dealing with social pressure, this content provides support and encouragement to appreciate themselves more. Self-love is now an important topic in digital conversations, where platforms such as Instagram and TikTok have become spaces for education about mental health and self-acceptance.

Currently, many people like content on social media related to relationships because they feel connected and inspired by the stories and experiences of others. This content often features various aspects of relationships, such as romance, friendship, and family dynamics, which reflect everyday situations. In addition, relationship content often provides relevant advice, tips, or entertainment, thus attracting the attention of users looking for insight or entertainment about personal relationships. This phenomenon is driven by the need to understand and validate feelings and interactions in relationships between individuals. Hashtags such as #relationship, #love, #partner, #dating, and #match consistently become trending topics on social media, with views reaching millions to billions. Content that uses these hashtags varies widely, covering a variety of themes such as relationship tips and advice, inspirational stories, comedy about love life, and drama depicting couples' dynamics. This popularity shows social media users' high interest in romantic relationships in various forms and perspectives.

The following are dimensions that companies must evaluate when producing content (Karr, 2016, p. 9). 1. Reader Cognition. Reader cognition is a customer's response to a company's content, whether the content is easy to understand and includes visuals, audio, and kinesthetic interactions needed to reach customers. 2. Sharing Motivation. Sharing

motivation is very important in the social field. There are several reasons why a company shares content, in addition to increasing the company's value, creating a company identity, and expanding the market network. 3. Persuasion. Content can attract consumers and persuade them to become customers. 4. Decision Making. Every individual has the right to decide. Every decision is influenced by trust in the company, facts, and emotions that arise. 5. Life Factors. Other factors, such as the company, friends, and family, also influence the content presented (Putri & Sulistyanto, 2020).

The focus of this study is to find out how the content creator account @nmalicca applies persuasive communication techniques. According to McQuail, a person uses mass media because they are driven by four motives, namely: (1) seeking information, (2) forming personal identity, (3) social integration and interaction, and (4) entertainment. These motives are also influenced by the way mass media presents information. Less valuable information can seem important if packaged in a way that attracts the audience's attention (Darmawan et al., 2019).

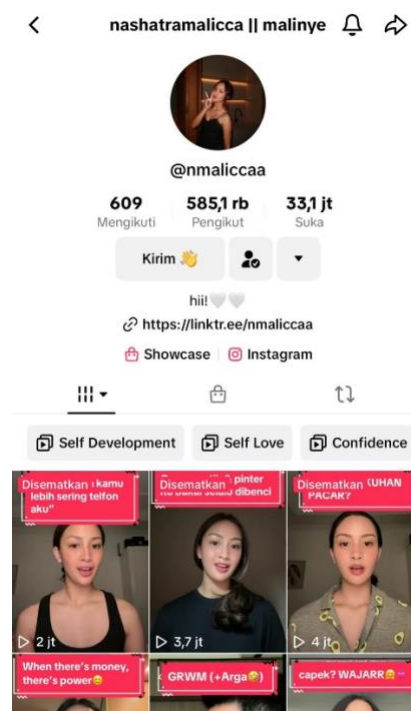


Image. 2 Images of Tiktok Account @nmalicca

Influencers, such as @nmalicca, are essential to spreading positive messages about self-love and healthy relationships through digital content. Influencers can help audiences understand the importance of finding an equal partner, maintaining privacy in relationships, and dealing with feelings of insecurity more wisely through various persuasive communication techniques. Creating a safe and positive space helps others realize that self-love is the first step towards better mental well-being. An influencer with the account @nmalicca is a TikTok content creator with 585.1 thousand followers and 33.1 million likes. She focuses heavily on self-development, self-love, relationships, and confidence. From the background above, the problem formulation can be taken, namely how persuasive communication is in Relationship content on the TikTok account @nmalicca.

## METHOD

The method applied in this study is descriptive qualitative. Qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behaviour of individuals observed, according to Bogdan & Biklen (Joy et al., 2024).

This research uses a descriptive qualitative method with the approach of persuasive communication techniques from Carl Hovland as a way to identify persuasive communication techniques. This research refers to Carl Hovland's persuasive communication theory, which states that what is conveyed by the communicator cannot be separated from attention, understanding, learning, acceptance, and storage. Then, the message is learned by the audience, gains acceptance (acceptance/recognition), and provides the final result in the form of attitude change. The message in question is what is in the video made by the creator @nmaliccaa, which can have an impact on the audience's understanding of what is conveyed by the creator. The persuasive communication techniques introduced by Onong Uchjana Effendy include several methods: (1) Association Technique, where the communication message is presented by attracting the audience's attention. (2) Integrity Technique refers to the communicator's ability to convey messages communicatively. (3) Reward Technique involves delivering messages that can influence someone through rewards and promises. (4) Arrangement Technique, namely preparing communication messages that are easy to accept and encourage action. (5) The red-erring technique is a communicator's strategy to win a debate by gradually diverting attention from weak arguments to dominate the opponent.

The data analysis technique applied in this study uses the Milles and Huberman model. This model allows researchers to conduct data analysis simultaneously with the implementation of the research. Researchers conducted research on the TikTok account @nmaliccaa with the content "Relationship" uploaded in 2024. The content analysis technique introduced by Harold D. Lasswell was used to analyze the data. According to Weber, content analysis is a research technique that uses several methods to conclude a text. In this approach, researchers seek to build reality, understand its meaning, and pay attention to processes, events, and authenticity. This method is used by observing communication phenomena, formulating precisely what is being researched, and ensuring that all actions focus on these goals (Muslimah & Aesthetika, 2024).

## RESULTS AND DISCUSSION

Many people feel insecure in their relationships due to fears of uncertainty, abandonment, or feeling inadequate compared to their partner. These feelings of insecurity can stem from past experiences, lack of self-confidence, or unrealistic relationship expectations. Additionally, for those who are single, social pressure or feelings of being left behind often trigger concerns about self-worth or the future of the relationship. Social media also reinforces these feelings by presenting an idealized relationship picture, sometimes making people feel inadequate or unlucky. It is essential to overcome these feelings of insecurity by building self-love, open communication, and setting healthy boundaries in relationships. In this digital age, there still needs to be more content that discusses self-love; of course, the role of influencers is vital for their audience. By sharing content emphasizing the importance of self-love, influencers can help overcome feelings of low self-confidence and dissatisfaction that many people often feel. They often use their platforms to share personal experiences, practical tips, and positive messages about self-acceptance and self-care. By creating engaging and emotionally connected videos, influencers can influence how their audiences view themselves, reduce

negative feelings, and encourage healthier self-love practices. Through inspirational content and consistent support, influencers can empower their audiences to develop positive attitudes toward themselves and improve their overall emotional well-being.

Message appeals are a form of sustainability communication in general, and their effectiveness is influenced by the type of appeal used. Previous research has examined the effectiveness of various characteristics of message appeals in sustainability communication, such as the use of assertive language, positive language, affective language, and calls for active participation. Kronrod et al. (2012) found that less assertive language was more effective in influencing consumers who considered environmental issues less critical. Kim and Kim (2014) found that positive messages increased consumers' intention to visit a hotel (Kapoor et al., 2021). Albert Bandura, a social science theorist who has helped us understand how people react in social situations, wrote, "In social learning systems, new behaviours are learned through direct experience or by observing others." This explanation helps us understand why influencers are so "powerful." Bandura explains that consumers gain input from the information they receive and develop ideas about what behaviours will likely work. These ideas then guide their actions. In short, people learn by watching examples, and influencers become role models for those who follow. Through social media, people tend to imitate the behaviour shown by influencers (Morgan, 2017).

An influencer with the account @nmaliccaa in her content is very concerned about how someone can build a healthy relationship with themselves and their partner, accepting their strengths and weaknesses. In the "Relationship" content, consisting of 85 parts, she received many positive responses from her followers. TikTok, apart from being a place for entertainment, can also be a place to gain insight into romantic relationships. In the content presented on the @nmaliccaa account, she decorates her videos with interesting and easy-to-understand delivery. According to Onong Uchjana, there are several persuasive communication techniques that can be used to achieve persuasive goals. After the target persuader is determined and the media to convey the message is selected, the next step is to compose the message (including how the message is conveyed). Techniques that can be used include association, integration, reward, arrangement, and red-herring techniques. According to Onong, the association technique is a method in which the persuader conveys a message by connecting it to an object or event that is currently attracting the attention of the wider community (Dia & Wahyuni, 2022).

The first persuasive communication technique from Onong Uchjana Effendy is the Association Technique. This section is a way of conveying messages that emphasize objects or events that can attract attention. On the TikTok account @nmaliccaa, it is shown in the content "Relationship" section 69 with the title "Equal couples." The uploaded video is quite popular, as seen from the views of 4.9 million views, 591.9 thousand likes, 4,040 comments and shared 25.2 thousand times. The content discusses "*pacaran dengan orang yang setara*" which translates to "dating someone who is equal." Malicca, an influencer whose background is always making content about self-love, this romance always packages her content so that it can be accepted by everyone well because after all she makes content because it has a positive impact. The content says,

*"Carilah pasangan yang setara, setara di sini bukan tentang status ekonomi namun juga tentang effort, karakter, love language, visi misi hidup, dan yang paling penting tentang mindset. Kenapa harus setara ? karena pasangan yang sudah setara saja dari segi pendidikan, status ekonominya itu ada kemungkinan untuk bercerai apalagi dengan pasangan yang tidak setara."* which translates to "Find an equal partner; equal here is not about economic status but also about effort, character, love language, life vision and mission, and most importantly, about mindset. Why should it be equal? Because couples who are already equal in

terms of education and economic status are likely to divorce, let alone partners who are not equal. "

The message conveyed by @nmalicca that she strongly agrees with where we should look for an equal partner. Finding an equal partner, especially in terms of mindset, is very important to create a harmonious relationship. Similarity in thinking allows couples to understand and support each other better, thus minimizing the potential for conflict arising from differences in views. With a similar mindset, both can plan the future together, share the same values, and have a vision that is in tune. This not only strengthens communication but also helps create a more solid relationship, inspire each other, and grow together. Having an equal relationship is important for building a healthy and harmonious relationship. Equality in a relationship includes emotional, intellectual, and values that are aligned so that both can support each other and grow together. Equal couples are also better able to face challenges and conflicts in a mature way because they have the same understanding and appreciation for each other. By finding an equal partner, the relationship tends to be more stable and long-lasting and provides satisfaction and happiness for both parties. @nmalicca advises us not to choose the wrong man because, in the end, he will accompany us through our lives until old age. It is better for each of us to upgrade ourselves to become the best version and finally establish ourselves to find an equal partner. The content received a lot of positive responses from the audience, as evidenced by the 4,040 comments.

*"Sumpah ini bener banget" oleh akun @Rifki.vygo* which translates to "I swear this is true" by account @Rifki.vygo

*"True. Yang sulit adalah setara di pola pikir/mindset" oleh akun @Leanaruswandi* which translates to "True. What's difficult is being equal in mindset" by @Leanaruswandi

*"Bener, dulu pernah coba nerima cowo yang dari nol. Malah aku ngebatin, ngerasa kayak bukan aku. Kalo sama mantan dulu udah bosan makan di resto sampai milih makan di warteg, tapi sama dia malah sebaliknya." oleh akun @Via* which translates to "It's true; I used to try to accept cow from zero. In fact, I argued, feeling like it wasn't me. If with my ex I was bored of eating at restaurants until I chose to eat at warteg, but with him, it was the opposite." by @Via account

*"Penting banget buat punya pasangan yang punya pola pikir sama, karena hubungan itu banyak banget hal yang bakal dibahas kalau dari mindsetnya aja ga setara yaampun berat banget dijalani..." oleh akun @youurramal* which translates to "It's really important to have a partner who has the same mindset because there are so many things that will be discussed if the mindset is not equal, it's really hard to live..." by account @youurramal

Judging from some of the comments on the content, it shows that many people relate and have experienced what is conveyed in the video, which is one of the reasons why @nmalicca's content has many impressions, likes, and comments. This association technique involves connecting the message conveyed with other positive or interesting elements to the audience. In this way, communicators try to create an emotional or cognitive connection between the message and the associated element to influence the audience's attitudes and behaviour.

The second technique is the Integrity Technique, where the communicator must be able to align with the communicant in persuasive communication. The integration technique is the persuader's ability to unite themselves communicatively. This means that the persuader conveys verbal and non-verbal communication, which shows that he is in the same position



or has similar experiences with the persuader (Dia & Wahyuni, 2022). This creates the impression of a similarity or unity of fate between the two. @nmaliccaa's "Relationship" content video part 71, entitled "*Cinta tapi tidak memilik?*" which translates to "Love but not having," contains a discussion of the sentence "I only want the best for them." The content video has 448.9 thousand views, 56.4 thousand likes, 682 comments and 1,765 shares. In the video, @nmaliccaa said, "*Semakin dia dewasa dia semakin paham bahwa sebenarnya kita bisa banget sayang sama orang tanpa milikin mereka*" which translates to "The older he gets, the more he understands that we can love people without owning them." She agrees with the quote that we can love, love and care for someone by knowing they are not the right person for us and that it is better not to be together. The discussion in the video explains that sometimes when we like or love someone, we have to own that person. @nmaliccaa gave an example of when she was in junior high or high school when the man she liked had to be obtained. The older we get, the more we will think we love someone to be a partner. It is also seen from various aspects, not because we love alone; these aspects can be seen from personality, love language or things from him that we cannot accept. Ultimately, we are with someone for the long term; it's better we can't be with him than when we are together. It negatively impacts the relationship because there is no compatibility between them. The older we get, the more we understand that what is needed for someone looking for a partner is not just likes and love but also thinking about whether he is worthy and the one we have been looking for. She also said that the highest caste of loving someone is where we are very dear and in love, but we are better off not being together and seeing him happy with his choice. The content received a lot of positive responses and related, as shown by some of the following comments:

"*Setuju!! Ngeliat dia punya yang baru aku seneng banget, karena dia udah nemu yang cocok sama kriteria, karakter dan kebiasaan dia.*" Oleh akun @bnkrinn\_ which translates to "Agreed!!! Seeing him have a new one, I'm really happy because he has found one that matches his criteria, character and habits." By @bnkrinn\_

"*Kak ini aku banget!!! Aku pamitan sama dia karna emang kita gak cocok tapi aku sayang banget sama dia pengen liat dia bahagia dan dapet yang lebih baik buat dia*" oleh akun @elsafujianti1 which translates to "Sis, this is me!!! I said goodbye to her because we are not compatible, but I love her and want to see her happy and get a better one for her" by @elsafujianti1

"*Relate bgt! Sayang banget sama dia but i know we're not compatible!*" oleh akun @Luvv.ipen which translates to "Relate so much! Love him so much, but i know we're not compatible!" by account @Luvv.ipen

The influencer becomes a communicator for the audience to convey the message through the video content. In the video, the communicator tries to be in the audience's shoes by talking about an experience that she has also experienced: "The older I get, the more I understand that you can love people without belonging to them". Communicators use "*gue*" which translates to "I" and "*lo*" which translates to "you" in their video content. The influencer's use of the words "I" and "you" in the content aims to create a more intimate and personalized atmosphere with the audience. This informal use of language helps to eliminate the distance between the influencer and their followers, making the audience feel closer and emotionally connected. By using such terms, influencers show that they are speaking in a more relaxed and friendly context, which can make the message feel more relatable and easily accepted. It also creates a sense of authenticity and honesty, strengthening the relationship between the influencer and their followers.

The third technique, the pay-off technique, is when a communicator conveys a message to offer something favourable to the communicator. The pay-off technique is a method of influencing the persuadee by offering something favourable or promising hope. According to Onong, this technique can arouse emotional arousal because, psychologically, humans tend to like things that give them benefits or rewards, in accordance with their nature that wants rewards (Dia & Wahyuni, 2022). In content @nmalicca part 70 with the title “*Jadi cowo eksklusif*” which translates to “So exclusive man” contains a reminder to men to be exclusive to women. This content video has 4.4 million views, 6,957 comments, and 512.8 thousand likes. The content became @nmalicca's most viewed video during her time as an influencer. In the video, @nmalicca gives tips to men on how to be more mature and get women's hearts. She said, “*Jadi laki-laki yang eksklusif, ga muncul nama instagramnya di tiap foto cewe, ga murahan, milah-milih dalam berpacaran.*” which translates to “Be an exclusive man, don't show his Instagram name in every girl's photo, don't be cheap, and be picky when dating.” This is supported. His caption states that the video is a little reminder to men because it does not become proud or cool when the men are close to many women. A man who has the nature to always want to be a man who is liked by many women, who has the desire to try to get in touch with many women is a man who has no boundaries and has no goals, which means that his self-esteem is low because he wants to get many women. Apart from being aimed at men, in the video, @nmalicca also inserted the sentence “If anybody could have him, why would you want him?” where the sentence targeted women to be more careful in choosing a partner.

In the message, the communicator tries to convince the audience of the topic discussed by offering interesting and promising tips to men to be special and exclusive. The video content received many comments agreeing with what @nmalicca said.

“*limited edition bgt gas?*” oleh akun @secrettoy which translates to “very limited edition right?” by account @secrettoy.\_

“*iya malah lebih suka ama cowok yang dingin trus sulit dideketin*” oleh akun @besty507 which translates to “yes, I even prefer a guy who is cold and difficult to approach,” by account @besty507

The next technique is the arrangement technique. An arrangement technique that describes the method of organizing messages by communicators. In the video content “Relationship,” account @nmalicca in section 67 says, “*Jangan ceritain masalah hubungan lo ke orang tua lo*” which translates to “Don't tell your relationship problems to your parents.” The method of delivery that is carried out provides understanding for the audience through language that is easy to understand, feels close to @nmalicca because he uses the greeting “*gue*” which translates to “I” and “*lo*” which translates to “you” to his audience, and is not convoluted. The arrangement technique, or icing, is a way of arranging communication messages so that the message is easy to hear or read and encourages communicants to follow the advice conveyed in the persuasion message. In this technique, the message is packaged attractively and aesthetically to attract the attention of every communicator who receives the message. (Dia & Wahyuni, 2022)

The content of the video at minute 01.58 is

“*kalo lo emang kecewa, marah, sakit hati tapi lo merasa gue akan bisa maafin pasangan gue lebih baik lo pendem sendiri masalahnya ga usah lo ceritain ke orang lain. Tapi ketika lo merasa masalah ini udah fatal dan ga bisa toleransi lagi dia udah selingkuh atau abc baru lo boleh cerita ke orang tua atau ke temen. Tapi kalo lo masih pengen berhubungan better not keep it in yourself lagi pula aib relationship ga baik buat diumbar-umbar*” which translates to “if you are disappointed, angry, hurt but you feel I will be able to forgive my partner, you should

keep the problem to yourself, don't tell it to other people. But when you feel this problem is already fatal and can't tolerate it anymore, he's been cheating or new abc, you can tell your parents or friends. But if you still want to be in a relationship, it's better not to keep it to yourself.”

The video content conveys that in a relationship, it is important to maintain privacy, especially when facing problems. Exposing problems to many people, including parents, can make things worse. It can cause parents to negatively view their partner, which may be difficult to fix. Relationship conflicts are best resolved maturely between both parties, with honest and open communication. Solving problems independently shows maturity and responsibility and helps maintain a harmonious relationship with your partner and family. The content video received 217 thousand views, 231 comments and 27.7 thousand likes. The influencer provides advice and messages in a very easy-to-understand and to-the-point manner, as shown by the audience response in the comments on her account.

“*Dan ini bener bgt bisa bikin org mungkin awalnya ngedukung jd ga suka. Dan aku sangat mengantisipasi bercerita ttg pasangan maupun teman. Mending ngasih tau kebbaikannya aja.*” Oleh akun @ollafnii21 which translates to “And this can really make people maybe initially supportive, so they don't like it. And I really anticipate telling stories about partners and friends. Better to just tell the good things.” By @ollafnii21

“*setujuuu, ga semua temen bs nerima pasangan kita setelah kita ribut pdhl kitanya udh nyobe buat nerima.*” Oleh akun @sobatsambatt\_ which translates to “I agree, not all friends can accept our partner after we fought when we were trying to accept them.” By @sobatsambatt\_

“*rill, once and never again cerita love story ke mumz?*” oleh akun @716barebears which translates to “rill, once and never again love story to mums” by account @716barebears

The last persuasive communication technique is the Red-Herring Technique. The red-Herring technique is a communicator's skill in winning debates and avoiding weak arguments. Red-Herring technique is a strategy used by communicators to divert attention from the core of the problem by introducing irrelevant topics, thus helping to avoid weak arguments and win the debate. In @nmalicca's content video “Relationship” part 68, the title is “*Lo cuman opsi. Sadar?*” which translates to “You're just an option. Realize”

“*Kak dia bilang dia sayang banget sama gue, tapi kenapa ya setiap sama temen-temen nya dia selalu lupa sama gue?*” which translates to “He says he loves me, but why does he always forget me when he's with his friends?”

“*Jadi jangan pernah bikin alesan atau excuse dari ketidakseriusan aksi seorang laki-laki. Percaya apa kata hati lo, kalau udah ragu, udah mempertanyakan apakah dia bener-bener sayang atau ngga ya artinya ngga. Karena kalau dia sayang, lo pasti ga akan mempertanyakan ini. Lo ga akan nonton video ini sampe detik ini.*” which translates to “So never make excuses for a man's lack of action. Believe what your heart tells you. If you're already doubting or questioning whether he loves you or not, it means no. Because if he loves you, you must not be worried. Because if he loved you, you wouldn't be questioning this. You wouldn't have watched this video until this moment.”

In the video content, @nmalicca gives a message to a woman who is in doubt where she feels that her man loves her very much, but when she is no longer with him, she is forgotten or prioritizes other things. The red-herring technique is a persuasive method in which the communicator attempts to win a debate by avoiding weak arguments and gradually

shifting attention to different aspects that he or she is better at attacking the opponent. This technique is usually used when the persuader is pressured (Dia & Wahyuni, 2022). Often, in relationship dynamics, women are so invested in their feelings and expectations that it is difficult to recognize signs that they are only an option, not a priority. Genuine love and a desire to maintain the relationship can cloud their vision, leading them to overlook partner behaviours that indicate a lack of commitment. Uncertainty and high expectations make them stay unhealthy, hoping their partner will change. Women need to be aware of the signs that they are not being prioritized. Open and honest communication with their partner and support from friends and family can help them get out of an unhealthy situation. Loving yourself and knowing your worth is the first step to building a healthy and respectful relationship.

From the description above, it can be concluded that persuasive communication in @nmaliccaa's TikTok video content, which focuses on tips for maintaining relationships and becoming a better partner, is in great demand. @nmaliccaa touches many people's hearts with relevant and easy-to-digest advice through her videos. The main message conveyed is the importance of open communication and finding solutions to problems that arise in relationships. With a relaxed yet informative delivery style, @nmaliccaa inspires many people to continue learning and growing in their romantic relationships. @nmaliccaa's TikTok video content focuses on tips for maintaining relationships and becoming a better partner and is in high demand. @nmaliccaa touches many people's hearts with relevant and easy-to-digest advice through her videos. The main message conveyed is the importance of open communication and finding solutions to problems that arise in relationships.

With a relaxed yet empathetic delivery style, simple language, interesting visuals, and inspiring narratives @nmaliccaa make the messages delivered easy to understand and remember. As a result, many viewers feel connected to her content and motivated to be a better partner. Through this persuasive approach, @nmaliccaa changed her audience's perspective and behaviour towards romantic relationships, proving that TikTok can be a powerful platform for delivering positive and useful messages. This is supported by previous research from Mei Syaroh Muslimah, Nur Maghfirah Aesthetika entitled "Analysis of Persuasive Communication on Self Love Content in @ananzaprili's TikTok Account" shows that the application of persuasive communication techniques can influence someone to maintain a relationship, as well as persuade the audience to apply these tips in real life.

## CONCLUSION

The conclusion from this description is that the persuasive communication used by @nmaliccaa in TikTok content, especially related to tips on maintaining relationships and becoming a better partner, is very attractive and has succeeded in touching the hearts of many people. Her persuasive content has proven that TikTok can be a powerful platform for spreading positive and helpful messages, supporting research that persuasive communication effectively influences audience behaviour. The application of techniques from persuasive communication by influencer @nmaliccaa is the association technique where which technique is how the "Relationship" content can attract audience attention. Through this content, the audience gets the message conveyed by @nmaliccaa based on the topics discussed. Through integrity techniques, influencers try to create content that many people experience or have experienced similar things. In the content created, the integrity technique through the @nmaliccaa account is also shown through the "gue" which translates to "I" and "lo" which translates to "you" delivery style to the audience, and it makes the audience feel closer and in the same boat as the influencer. The influencer's reward technique

provides interesting tips in the content aimed at men who want to be exclusive. The influencer's styling technique has a relaxed, empathetic, and informative delivery style; @nmaliccaa can deliver messages that are easy to understand and relevant. The red-herring technique is where the influencer debates through words that she often hears and becomes a problem in the relationship. This makes @nmaliccaa create video content to refute or provide messages about existing problems.

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