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RESEARCH ARTICLE

Mother Ira's Communication Style In Thesis Educational Content On @buiramira's Tiktok Account

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Abstract: Communication style refers to a person's ability to regulate their behavior in sending and receiving messages. Every individual has their way of communicating. A person is unique, and unique is what differentiates him from others because the more interesting the communication style used, the easier the person is to be recognized. This research, which uses the concept of Aristotle's Rhetoric, aims to determine Mrs. Ira's communication style in the thesis educational content on the TikTok account @buiramira. The qualitative descriptive content analysis method was used in this research by carrying out data collection techniques using observation, documentation, and interviews. The research results show that the rhetorical style used by Ira Mira in her educational content is less formal and could be more the Ethos aspect; it can be seen through extensive knowledge and honesty so that the message conveyed can be trusted. The Phatos aspect can be seen through a voice style that makes a lot of nonverbal affirmations. Meanwhile, the Logos aspect can be seen through Ira's mother tongue, which is concise, clear, and easy to understand. Mrs. Ira uses more imaginary expressions and hand movements to emphasize the message in the Logos aspect.

Keywords: Communication Style, Content Analysis, TikTok Content

1. Introduction

Verbal communication conveys information through language symbols such as spoken, written, or electronic language. Meanwhile, nonverbal communication refers to conveying messages not written or conveyed verbally but through body movements, gestures, facial expressions, etc., that the communicant can clearly understand. In communication, the communicator must be able to convey information. This type of communication is called communication style. Steward L. Tubbs and Selvia Moss (1974) explain that everyone can use communication styles in certain situations. Communication style refers to a person's ability to regulate their behavior in sending and receiving messages. Communicators use their communication style to ensure that messages are well received by their audience, whether directly or indirectly, via Instagram, WhatsApp, TikTok, or YouTube. For information to be well received, communicators who act as creators in using social media must create or have a communication style that can strengthen their message (Vidyana & Atnan, 2022)

One of the social media that is popular among people today is the TikTok application. Based on We Are Social research in January 2023, the number of TikTok users in Indonesia was 109.9 million. Most TikTok users are school children or Generation Z (R. P. Putri, 2021). Millennials prefer watching videos to reading (Budhiarto, 2020).



On social media, you can now find many creators who act as educators, creating content related to education, for example, about the world of lectures, specifically content that discusses final assignments or theses. Many students feel that they experience difficulties and anxiety both in preparing and completing it. As a result of this unrest, content creators who use TikTok as a forum for conveying communication messages about final assignments have emerged. Of the various content that discusses education, especially about these, one account has many followers, namely @buiramira. Mrs. Ira's account has 1.1 million followers and 22.9 million likes. The information presented by Mrs. Ira is packaged in a different, unique, easy-to-understand delivery style. This account also often appears on Fyp (For You page). Fyp is a TikTok recommendation page that appears first every time you open TikTok (R. Putri & Sulistyanto, 2022).

Mrs. Ira's contents shares educational content regarding final assignments via social media TikTok because information or knowledge regarding final assignments or theses is needed by students (R. Putri & Sulistyanto, 2022). The educational content has three playlists; the first is the "Fun Fact" playlist, where Ira shares fun and interesting things about college, especially about the thesis. The second playlist is "Session," which shares information about implementing the dissertation test. The last playlist is "Methods," where Mrs. Ira shares knowledge about the research methods used in her final assignment. The content on this account focuses on tips for solving college problems, especially the process of completing final assignments and thesis trials.

As a content creator, you should create content that can attract your audience's attention and get them involved in interaction. However, sometimes, communication style is more important than content. Communication style can be seen in language, words, rhetoric, and body movements.

Of the many content themes uploaded by Mrs. Ira's TikTok account, the author only chose a few themes contained in the content display, one of which is about how to find a thesis title. Mrs. Ira gave a simple case example and explained this topic briefly. The content about the title inspiration has been watched 201.8 thousand times, with 14.7 thousand likes and 304 comments.

2. Literature Review

2.1. Content Content Analysis

One of the first steps that must be taken in content analysis is content analysis. Content analysis is a social sciences method that explores communication forms. This method is applied to examine texts originating from laws and regulations, reports, news in the media, or written broadcasts from certain institutions.

Budd, Thorpe, and Donachw stated that content analysis consists of analyzing the meaning of the message and how the message is expressed. Analysts are interested in more than just the message and general issues of the communication process and its impact (Zuchdi & Afifah, 2019). Content analysis has the characteristics of being objective, systematic, and visible content.

2.2. Rhetoric

Rhetoric is an ancient art that teaches how to speak persuasively and impressively. Aristotle said that rhetoric is choosing and using language effectively in certain situations to influence people effectively (Septi, 2020). Sulistyarini Dhanik and Zainal Anna Gustina (2020) mention several things that include rhetoric, namely:

- a. Monologica is the art of speaking singularly involving only one person.
- b. Dialogic is the science of conducting dialogue between two or more people where these people talk or participate in the conversation.
- c. Train Speaking Techniques, focusing on developing breathing, pronunciation, voice, speech, and narrative techniques.



In general, the rhetoric aims as follows:

- a. To Inform, namely to provide knowledge and understanding to the general public to convey knowledge that can foster the best understanding.
- b. To convince, namely to convince and prove.
- c. To inspire, namely, to inspire others with good and targeted delivery techniques and methods.
- d. To entertain, namely to show interest or entertain and be useful.
- e. To actuate (to put into action), namely encouraging and instructing them to take action to refute and practice the concepts the speaker has presented to the audience.

Rhetoric should include elements that can influence how well communication occurs. Aristotle identified three ways that can be used to convey rhetoric to influence an audience, namely:

- a. Ethos, self-confidence, and extensive knowledge. Credibility can be seen from three characteristics, namely intelligence, character, and goodwill.
- b. Pathos is the communicator's ability to change the communicator's opinions, attitudes, behavior, feelings, emotions, and expectations through attraction. Rhetoric experts call this an emotional appeal. The Pathos aspect in rhetoric evokes certain feelings or emotions in the audience.
- c. Logos is the communicator's ability to choose the right words that are interesting and can convince the listener, accompanied by evidence (Septi, 2020).

2.3. Social media

Social media is an example of integration that refers to technological aspects. Social media is an online communication platform that allows people to interact with each other without bosses and time. According to Rafiq A (2020), social media is an application that uses web 2.0. They can create social networks focused on creating, using, and sharing information, ideas, and content.

2.4. Content Creator

According to the Big Indonesian Dictionary (KBBI), content is information transformed into images, videos, and texts available through media, especially online media. Meanwhile, a creator is a maker of ideas or ideas for content. In this case, a content creator is someone who creates interesting and quality content, which is then distributed on various online platforms. The main task of a content creator is to collect ideas and data, conduct research, and create concepts to produce content. Apart from that, content creators must be able to create content that can attract their audience's attention and get them involved in interacting with the content.

3. Research Method and Materials

This research is research with a qualitative approach. Qualitative research describes data or a situation that is heard, felt, and made in a narrative statement. Bogdan and Taylor state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2021).

This type of research is descriptive research, namely research that can describe and thoroughly describe Mrs. Ira's communication style in TikTok content as stated by Murdiyanto in his book *Qualitative Communication Research*, which states that descriptive or descriptive research has the main aim, namely to provide an understanding of symptoms or reality (Murdiyanto, 2020). The research location was carried out on Mrs. Ira's content broadcast via TikTok. Meanwhile, the research was carried out from February to March 2023.

Data collection techniques in this research are divided into 2, namely primary and secondary data. Primary data has been obtained directly from data sources, observation,




documentation, and interviews. Meanwhile, secondary data is additional information obtained from books, literature, the internet, media, and other sources. Data analysis used in this research is done through data reduction, data presentation, and conclusion.

4. Results and Discussion

Data analysis in this research was carried out on scenes that had been collected and selected, narratives, and verbal and non-verbal communication. This research uses content analysis theory related to Aristotle's rhetoric as the main reference for Mrs. Ira's communication style. Some of the video content contained in @buiramira's TikTok content was taken and selected best to demonstrate the communication style in terms of rhetoric, including:

- Thesis Title Inspiration

Table 1. Content Analysis of Thesis Title Inspiration

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
1		00:00:00 - 00:00:07	Hello everyone... Mrs. Ira this time wants to provide inspiration for the title of the thesis... Please listen carefully until the end...	Waving movement of one hand (greeting), smiling facial expression.
2		00:00:07- 00:00:20	Who knows, maybe you might get some inspiration, right, hehehe... OK, our theme this time is the National Education System Bill or the National Education System. There are lots of research topics that can be raised from this topic	Swirling hand movements from top to bottom, smiling face.
3		00:00:21- 00:01:48	For you Communication Science students, wow... there are lots of topics, for example, can you research what kind of news construction in the media? Mrs. Ira gave an example, as in that second, she talked about how national standards were made simpler, how to strengthen the autonomy of state universities, and also how universities were encouraged to focus more on achieving their vision and mission. Well, other media, I don't know what the reporting is like, so I have to research it.	Opening hand movement, laughing facial expression.

In this scene, rhetorical style is seen from the side of ethos, namely, character. The character can be seen as friendly or actualized in ethos with love or friendship versus hatred. The communicator displays a verbal message at the opening of short and friendly content. They are shown by a smile as a touch of color in Mrs. Ira's communication, namely the movement of waving one hand.

The next finding is that the photo's aspect shows that communicators actively use nonverbal language to communicate, namely, tilting hand movements from top to bottom to emphasize



the message so that it is interesting and can convince the audience accompanied by evidence. When conveying messages, the communicator is calm, clear, and has a smiling facial expression.


The rhetorical aspect of logos is also found. The logos aspect is shown by communicators using proverbial sentences. This can be seen from the verbal communication conveyed by Ira Mira, namely "the food of a child of the law." Then, the communicator shows an impression or attraction to the audience with his trademark laugh. Nonverbal communication is the movement of both open hands, which signals or emphasizes a verbal message.

From this explanation, communicators express their thoughts easily through verbal and nonverbal messages.

- **Is it OK to determine the method first (reject the method suggested by the lecturer)**



Table 2. Content Analysis Rejecting the Method Suggested by the Lecturer

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
1		00:00:00 - 00:00:30	Is it okay for us to decide on the method at the beginning of the thesis? In fact, the order is that we look for the problem first, then consider the research objectives, then we choose the right method that is suitable for the research objectives, so we don't decide at the beginning what we want to do with this method. No, yes, but it could be that we have a preference for a certain method, or avoid other methods, so it's better if you keep it to yourself and tell your lecturer.	Laughing facial expression.
2		00:00:30 - 00:01:00	It's not that, sir, I want it to be qualitative, sir, I want it to be quantitative. It's annoying, I'm annoyed when I see it like that. So, here's how to say it: What problems do you think about this topic, sir, that I can research qualitatively? Or vice versa, ma'am, I'm actually interested in research that if you calculate the results are more certain with statistics. That's roughly the topic of the problem. What can I research quantitatively? That's it... just say it.	Frowning movement eyebrows down.

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
3		00:01:00 - 00:01:03	"Uhh I'm upset, I'm crying because I'm confused about how to do it."	Head shaking movement.

- **How to Respond to Makjleb's Comments During a Proposal Seminar**

Table 3. Content Analysis of How to Answer Makjleb's Comments During Sempro

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
1		00:00:00 - 00:00:19	In a proposal seminar, you might get a statement or comment from the lecturer that is serious, "Oh, your research is too simple." Oh my God, I'm so sorry.	Expression face sad and movement of one hand touching the chest.
2		00:00:19 - 00:00:56	So how do we answer that... "Yes, that's how it is, sir, like my principle of a happy life is simple. So my thesis is also simple." Haha, no, no. You can respond like this... "Oh really, sir?" Even though I'm nervous. Continue with the question... "Do you have any suggestions for how good my research should be?" Just ask for advice straight away because usually good lecturers will provide solutions or suggestions. "What if you add intervening variables or what if you expand the scope, etc. That's if your lecturer is the solution type.	Expression smiling face.

Mrs. Ira uses sentences in the form of stories that show the logos aspect when communicating messages. It can be seen that the communicator gives a touch of color to communication by combining verbal and non-verbal communication in harmony, namely "Oh my God, I'm sorry," with non-verbal communication, sad facial expressions, and the movement of one hand touching the chest to emphasize the verbal communication conveyed.

From these findings, the communication style used by Mrs. Ira is photos and logos. Aspects that give rise to the movement of one hand touching the chest to emphasize verbal

communication and sad facial expressions to convince the person communicating as if the story is happening.

The next rhetorical aspect discovered is an ethos in terms of goodwill. Goodwill is shown when the communicator conveys a message in a calm, relaxed manner and provides solutions that benefit the audience.

- **Don't waste your time thinking about your thesis**

Table 4. Content Analysis Don't Spend Your Time Thinking About Your Thesis

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
1		00:00:00 - 00:01:22	<p>Don't waste your time thinking about your thesis. Yes, it's true that you think about it and do it or not, but that means you're overthinking hehehe. Let's see now, how many certificates are there? Huh, just have a vaccine certificate? Oh my god...</p> <p>Oh my, it's like this, looking for work is as disturbing as working on a thesis. Unless you have more abilities. So what are the most sought after skills nowadays? One, digital capabilities, this is what Mrs. Ira also informed me about. Google together with Goto and Traveloka are organizing the 2023 revival program batch 2. To prepare you to have digital skills in the digital era. Believe me, all the world of work will need this skill. Just try looking at your life from the help of digital media. Apart from that, you will be given soft skills, so that you will become smart, friendly and also good at speaking in front of many people. Not only that, you will be given English language skills. Well, that's it, this is clearly really necessary, right? This is all free. The awaken program curriculum is very updated and all the instructors are experts in their fields. A Career Fair was even held specifically for rising graduates.</p> <p>For those of you who are interested in building a startup, funds of 140 million are also provided. Bangkit in is an official MBKM program,</p>	Hand movements holding the head, Hand movements like a word affirmation with two fingers.

No.	Scene	Time/ Duration	Verbal Communication	Non Verbal Communication
			so it can be converted into 20 credits. Come on, register now at this link or click the link in Mrs. Ira's bio. Now!	

The rhetorical aspect contained in this observation is pathos. Verbal and nonverbal communication are interrelated. Communicators can impress and attract attention and use straightforward verbal messages to understand and balance. The expression of laughter, a characteristic of each content, is its attraction.

5. Conclusion

Based on the results of research regarding Mrs. Ira's Communication Style in Thesis Educational Content on the Tiktok Account @buiramira using content analysis theory and looking at three Aristotelian rhetorical concepts, namely ethos, pathos, and logos taken from scene footage in several selected educational contents, So it can be concluded that the rhetorical style used by Ira Mira in her content uses language that is not too formal or is often called contemporary. The ethos aspect is extensive knowledge, trustworthiness, and honesty in conveying messages. Phatos is seen from the style of voice, lots of affirmations, and the use of a nonverbal style. Meanwhile, Mrs. Ira's logos are delivered in concise, clear, and easy-to-understand language. In the logos aspect, Mrs. Ira mostly uses parables that aim to provide explanations whose meaning is higher than the actual sentence. Ira Mira uses expressions and hand movements to support the confirmation of the message.

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