

MARIO TEGUH'S RHETORICAL STYLE THROUGH YOUTUBE AND INSTAGRAM CHANNELS

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Abstract

This research aims to analyze Mario Teguh's rhetorical style through YouTube and Instagram. The benefits of the research can provide a reference for motivators to use rhetorical style in public speaking. This research uses qualitative research with a discourse analysis approach. Data collection techniques using observation and documentation and validity techniques using source triangulation. Based on word choice, Mario Teguh uses official, unofficial, and conversational styles. Based on tone, he uses simple, medium, noble, and powerful styles. Based on sentence structure using climax, anti-climax, parallelism, antithesis, and repetition. Based on voice style Mario Teguh uses a slow rate, pauses with the word "em", and pitches with high and low tones. On the volume, Mario Teguh shows soft and loud. Based on body posture shows a sitting position. Appearance and clothing Mario Teguh uses neat koko clothes. Facial expressions are smiling with attention to the audience. Hand movements follow the topic discussed. Eye gaze occasionally looks at the material and more often looks at the audience.

Keywords: Rhetorical Style, Mario Teguh, YouTube, Instagram

Introduction

Rhetoric is one of the instruments used by a motivator to influence the audience or listener because by using rhetoric the audience can become interested or even follow everything the motivator says. According to Agustin et al. (2022: 139) rhetoric is one of the skills of speaking fluently, clearly, and impressively. Muthia (2022: 19) emphasizes that rhetoric is a weapon or instrument for motivators to be experts in public speaking. In the same discussion, Anggini dan Putra (2022: 114) defines rhetoric as the art of speaking which aims to convey a message with persuasive purposes.

According to Luo et al. (2021: 2) Persuasion is a type of behavior that can control the attitudes and behavior of communicants in the direction intended by a communicator. According to December dan Sari (2022: 10), rhetoric is a science and art that provides an understanding of the rules for composing effective and interesting sentences. Based on some of the arguments above, rhetoric is the ability to communicate in public that is impressive and effective, in influencing the audience to act according to the will of the motivator. This is one of the arguments or urgency for the author in searching rhetoric. To strengthen the reason that this research is important to do, the researcher added an argument.

According to Maheswari et al. (2022: 3) rhetoric is currently needed until the future because if someone has a good way of communicating, that person has his charm and is respected by others. This is justified by Mukhlis (2017: 316) that rhetoric can bind or arouse the hearts of listeners and understand or understand the message conveyed by the motivator. Elhany dan Pujianto (2022: 210) suggest that rhetoric is part of the art of speaking, so it should be for someone who often speaks in front of a large or general audience to know and master rhetoric so that the message conveyed is more interesting and can attract the attention of listeners.

Rhetoric is not only important in public speaking, but rhetoric also plays a big role in conveying messages, especially for a motivator who routinely delivers motivation, thus the motivator needs to know the science of rhetoric because he speaks not only to be heard but he speaks to burn the enthusiasm of his audience. Based on this, everything delivered by the motivator must be able to take the heart and touch the audience. The same discussion, according

to Pahlupy (2019: 3) rhetoric not only examines the ability to communicate but also examines the use of good and interesting language. This description emphasizes that communicators must be able to compose language with logical words so that communicators can understand (Ibrahim dan Riyadi, 2023: 3).

That is, a motivator is not only able to communicate interestingly but a motivator is also able to use beautiful language composition, interesting style, and authoritative gestures. Given that rhetoric has an important and strategic position in communication, rhetoric really needs to be discussed and studied to get explanations and input, both academically and practically, especially for motivators, thus, the focus in this study is the rhetorical style through YouTube and Instagram. The reason the researcher conducted a YouTube search is that based on data obtained through Business of Apps data on September 27, 2023, shows the number of active YouTube users in the world has reached 2,668 million in the first quarter of 2023.

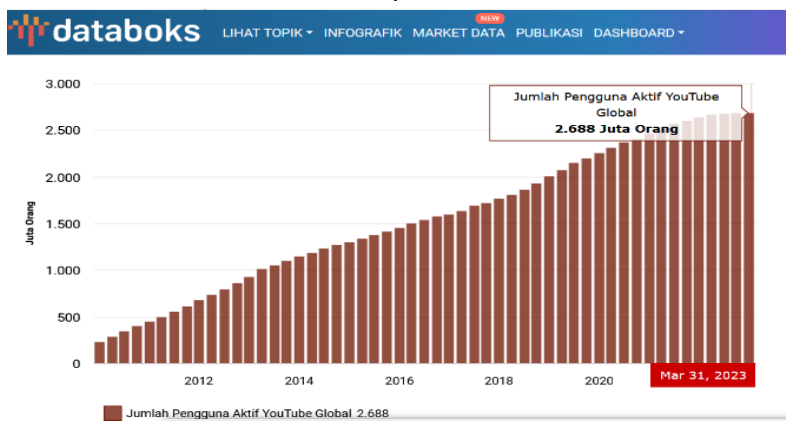


Figure 1: Number of active YouTube users

Other supporting data, to strengthen the argument that the search for rhetorical style through YouTube is urgent, based on data obtained by researchers through datareportal.com shows that YouTube is in second place with the highest number of visitors in the territory of Indonesia, with a total of 833 million visitors and as many as 70.6 million visitors in the unique category with a speed of 30 Mbps/Second.



Figure 2. Number of visitors to the YouTube website

Based on the data on the popularity of YouTube, a motivator can share their videos to provide useful lessons and messages for others, so that the video can reach a wider audience. According to Finlayson (2022: 67) YouTube can generate feedback between speakers and audiences that is much more intense and fast without time and distance restrictions and is commercial in nature. According to Syaf dan Ibrahim (2023: 23) the presence of YouTube makes it easier for communicators to convey messages of kindness to the audience, thus exploring rhetorical styles through YouTube and Instagram is urgent to do. Researchers added data based on the results obtained through DataIndonesia.id showing that Instagram is still one of the popular platforms in Indonesia with 105.99 million users which increased to 109.33 million Instagram users in April 2023.

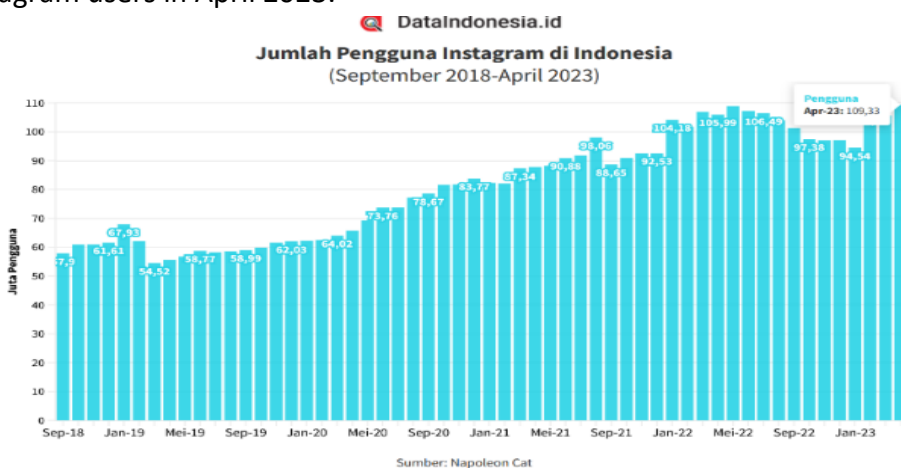


Figure 3. Number of Instagram users in Indonesia

Based on the popularity of YouTube and Instagram above, it is one of the media for motivators to share their videos with other users. One motivator known as Mario Teguh utilizes YouTube and Instagram as a means of delivering messages. In this context, according to Shivana et al. (2021: 72) Mario Teguh is one of the most expensive motivators in Indonesia. Mario Teguh is also one of the motivators who has many fans or followers. Mario Teguh is an active motivator on the YouTube and Instagram platforms, this is evidenced through Instagram @marioteguh which was accessed on September 27, 2023, he has 3.2M followers with a total of 21,224 posts and on his YouTube account @MarioTeguhTV he has 983 thousand subscribers with a total of 1.8 thousand uploaded videos.

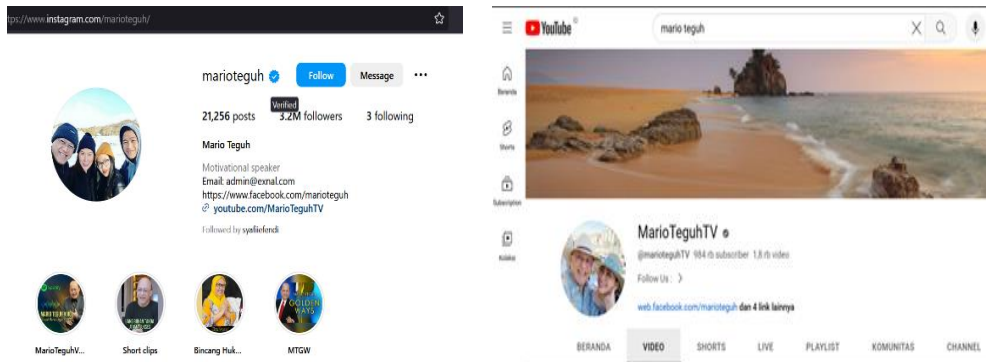


Figure 4. Mario Teguh's YouTube and Instagram accounts

Some of the data above shows that Mario Teguh is one of the famous or popular motivators on YouTube and Instagram social media. This is the reason for the author to analyze the rhetorical style through YouTube and Instagram on motivator Mario Teguh. The reason the researcher took Mario Teguh as the object of research is because based on data obtained through Google Trends, Mario Teguh is one of the motivators who has many fans of the four famous motivators. The four motivators are Mario Teguh in the first position, motivator Ary Ginanjar Agustian is in second place, motivator Henny Kristianus is in third place, and Andrie Wongso is in last place.



Figure 5. Motivator search with Google Trends

The number of followers or fans of Mario Teguh according to Febriana (2015: 3) is due to the motivation delivered by Mario Teguh using typical words and beautiful majas. Mario Teguh also conveys motivation and solutions by using parables, thus making his language more interesting and pleasant to hear. Mario Teguh is considered different from other motivators because Mario Teguh seems to be careful in choosing the words that will be conveyed in his motivation. Therefore, the author will conduct a search related to the rhetorical style of Mario Teguh through YouTube and Instagram.

In order to make this research more interesting and qualified, the author adds some literature to provide an overview or reference that the author takes from several sources of journals or scientific papers that focus on examining rhetorical style. Based on the results of research by Qani'ah (2016: 12) and (Khatijah 2013: 1) examining Mario Teguh's language style. The work of Irawan dan Ariyani (2016: 1) examines Mario Teguh's language style in the Golden Ways television program. The work of Nasution dan Dalimunthe (2016: 1) examines the directive and expressive speech acts of Mario Teguh. The work of Daely (2019: 1) examines Mario Teguh's technique to attract listeners' attention in the Golden Ways program on Metro TV.

Based on some of the literature, there is a void in the research conducted by the author. The research conducted by the author will explore language style, movement, and voice style, thus based on the uniqueness, data, arguments, and literature above, the author is interested in conducting

research with the title: "Mario Teguh's Rhetorical Style Through YouTube and Instagram Channels."

Research Method

In this study, researchers used a type of qualitative research using a discourse analysis approach. According to Mansoor dan Salman (2020: 8), discourse refers to examples of language use either spoken or written resulting from the communication process. When discourse is studied and analyzed based on the context in which it appears, it is referred to as discourse analysis. In the same context, Rohana dan Syamsuddin (2015: 4) explain that discourse can be oral and written. Furthermore, as an effort to analyze the language, the author uses a qualitative method. According to Kusumastuti dan Khoiron (2019: 12) qualitative research is descriptive by collecting data in the form of words and images.

The same discussion according to Fitrah dan Luthfiyah (2017: 44) qualitative research is research whose data findings are not obtained through a measurement process using statistics or numbers. In this context, researchers will make observations through YouTube and Instagram channels where there are various Mario Teguh motivational videos. The data collection techniques that researchers use are observation and documentation with the Miles and Huberman data analysis technique which suggests there are four stages in qualitative data analysis, namely, data collection, data reduction, data presentation, and conclusion drawing. Data validity techniques in this study the author uses source triangulation.

Results and Discussion

The Nature of Rhetoric

Speaking ability is a human communication skill in the form of verbal communication, including rhetoric. According to Rochma et al. (2020: 305) rhetoric is used as an effective expression to create a direct impression on the audience. According to Sikumbang (2013: 26) historic comes from the Greek "rethor" which in English is the same as "orator" which means orator. As explained by Afifah (2022 : 19) rhetoric is narrowly defined as the art of speaking, while broadly rhetoric is the use of language, both oral and written.

According to Ali et al. (2022: 62) language is a tool or means used by humans to interact with other people. The same discussion by Sulistyarini dan Zainal (2020a: 3-4) explains that the term rhetoric was originally introduced by Aristotle who viewed rhetoric as the ability to compose and display speech to persuade others. The same review according to Sujoko et al. (2022: 56) rhetoric is defined as a method of influencing or persuading audiences through language. The main purpose of rhetoric used by communicators is to convince the audience.

In the same context according to Alfianti (2016: 14) the purpose of rhetoric is basically to invite or convince the audience that what is conveyed by the speaker is important to listen to, because it contains informative messages, directs the audience in the right direction and also entertains the masses. So according to Kusuma (2019: 9) to facilitate the delivery of messages and the objectives of rhetoric can be achieved, communicators need to know the method of delivering messages used.

The method that can be used by communicators is impromptu, the delivery of messages carried out in sudden circumstances without careful preparation (Yanti, 2019: 19). According to Ihwan (2022: 40) communicators can use the manuscript method by reading the script. According to Sabila (2015: 30) delivering messages can be done by memorizing the script first. In addition, according to Fuadi (2023a: 25) communicators should use contemporary methods by preparing an outline of the material so that the delivery of messages can be expressive and can be well received by the audience.

The use of methods to convey messages will affect the style of the communicator. According to Sulistyarini dan Zainal (2020: 72), Style is a characteristic that sticks to a person, so a communicator must choose the right style so that it can easily attract the attention of communicators. A language style is said to be good if it contains three foundations, namely: honesty, courtesy, and attractiveness (Putrayasa 2021: 4). This is clarified by Romadhonah dan Ibrahim (2023: 82) that through language style, the message conveyed by the communicator becomes more interesting and clear for the audience to understand. According to Fuadi (2023: 29) style consists of hand movements, limb movements, frowning, direction of view, rhythm,

voice, word choice, and preparation. Furthermore, according to Keraf (2007: 113) style is part of a form of expression to express oneself through language, behavior, and appearance.

Mario Teguh's Language Style Through YouTube and Instagram

Language style based on word choice

Official language style

Official language style is a language style that has a complete sentence structure (Ridwanulloh et al. 2023: 407). According to Hardianto et al. (2017: 91) official language is usually used at official events. The same assertion according to Drajat (2021: 20) the use of official language styles can be found in presidential mandates, state news, important speeches, pulpit sermons, serious articles, or essays containing important subjects. The official language used by Mario Teguh when delivering motivation on YouTube is found in the video entitled “Jangan Membiasakan Diri Pada Kelemahan” at minute 00.25 which says that, “Bukankah sahabat-sahabat yang sudah sering ikut webinar setiap berhenti atau ikut webinar merasa gelisah setelah bicara dengan saya? Gelisah.”

Furthermore, through Instagram, the official language style is used by Mario Teguh when delivering a motivational message entitled “Jangan Letih Tumbuh” at minute 00.01 which says that, “*Taruh orang dengan sikap yang salah disebut istana, sebentar dia akan keluar dari istana itu. Tapi taruh orang dengan sikap yang baik disebut rumah gubuk sebentar dia akan menjadikannya istana.*” The words of Mario Teguh use formal language when delivering his motivational message to the audience because it follows the structure or EYD rules.

Informal language style

Informal language style is a language used in non-formal activities (Sa’adah 2021: 29). This style of language indicates a relaxed, familiar, and general style of communication (Liebrecht et al. 2021: 126). This language style has simple diction because it uses non-standard language, does not use EYD completely, sentences tend to be short and do not use conjunctions (Kristiyanti 2022: 32). Official language styles are used in written works, handbooks, lecture articles, editorials, and so on (Maryamah 2023: 14). In

Mario Teguh's YouTube video entitled "Sesuaikan Perilaku Dengan Keinginan" minute 00.35 which says that,

"Saya pernah baca komen, Pak Marius Saya ingin sekali berbisnis tapi saya takut rugi" Nah, itu Anda nasehati orang seperti ini, seperti apa coba? saya ingin berbisnis tapi takut rugi, ada nggak bisnis yang nggak ada ruginya?"

The unofficial language style is also used by Mario Teguh in the Instagram video entitled "Eleganlah Kita Ini Barang Mahal" at minute 00.01 which says that "Gelas yang mahal dibawa hati-hati. Saya ulangi yaa, gelas yang mahal, bukan karena harganya tapi yang beri siapa." Mario Teguh's sentence through YouTube uses an informal language style in the sentence "saya pernah baca komen" and the sentence "ada nggak bisnis yang nggak ada ruginya." In addition, the unofficial language style used on Instagram is in the sentence "bukan karena harganya tapi yang beri siapa." Based on this, it means that Mario Teguh uses unofficial language.

Conversational language style

Conversational language style is commonly used for popular words and daily conversation (Arman et al. 2023: 84). This language style uses non-standard language, there is the use of foreign terms, using short sentences and direct sentences (Firmansyah 2023: 34). In the YouTube video entitled "Prioritaskan Yang Penting Bagi Anda" at minute 00.38 Mario Teguh says that, "Kenapa banyak orang tidak mendengarkan waktu dia berusaha menjadi polisi dunia? mau menjadi polisi moral? karena kehidupannya sendiri belum ditatanya." Furthermore, through Mario Teguh's Instagram video entitled "Berhenti Menyiksa Diri Sendiri" minute 00.10 states that,

"Udah harus ada janji tuh, aku harus berhenti menyiksa diriku sendiri. umur berapa saya mulai begitu mulai berhenti? Umur 29. saya ingat sekali, umur 29 saya mulai tegas, saya duduk dengan diri saya sendiri. mar, sini duduk. Gitu. nih kita harus bicara serius. Sampai kapan kamu buat kesalahan terus?"

Based on the words in the YouTube video, Mario Teguh uses a conversational language style by inviting his audience to communicate through the sentence "kenapa banyak orang tidak mendengarkan waktu dia

berusaha menjadi polisi dunia?,” then repeated again to emphasize the meaning of the world police in the sentence “mau menjadi polisi moral.?” Furthermore, the Instagram video shows a conversational language style in the words *tuh*, and *nih* which are usually used in conversation to emphasize the previous sentence or idea.

Language style by tone

Simple style

Simple style is often used to give instructions, orders, lessons, lectures, convey facts, proof, and the like (Hanif 2018: 9). Referring to a YouTube video of Mario Teguh with the title “Prioritaskan Yang Penting Bagi Anda” minute 00.51 says that, “jadi apapun kegalauan kita tentang kehidupan ini, apapun kemarahan kita, kerisauan kita, lebih risualah bahwa anda tidak lebih baik dari diri anda kemarin. Itu.” The same discussion on Mario Teguh's Instagram video entitled “Berhenti Menyiksa Diri Sendiri” minute 00.35 with the sentence,

“Masih berbuat salah lagi nggak? Masih, masih tetapi kesalahannya segera disadari dan diperbaiki salah minta maaf lagi sama tuhan, perbaiki itu proses kehidupan anak muda menuju kehidupan yang penting.

Based on Mario Teguh's words on YouTube, it gives lessons to the audience to pay more attention to their own situation before thinking about other things. And the Instagram video shows the fact to the audience that Mario Teguh always makes mistakes but after that he immediately realizes his mistakes, corrects and apologizes. The quote above is proof that Mario Teguh uses a simple style in his speeches.

Noble and powerful language style

This style is done with full energy because it is usually used to move the emotions of the audience through a tone of majesty and glory such as sermons about humanity, religion, divinity, and morality (Chatamsih 2023: 23). In the YouTube video entitled “Sesuaikan Perilaku Dengan Keinginan” at minute 00.45 which says that,

“Saya ingin berbisnis tapi takut rugi, ada nggak bisnis yang nggak ada ruginya? coba Bagaimana menjelaskan kepada orang yang

demikian egois, sehingga hukum Tuhan tidak berlaku. hukum Tuhan itu apa? salah satu yang jelas sekali dan penting dalam bisnis. hukum Tuhan itu, bahwa segala sesuatu berpasang-pasangan.”

Referring to the same context in the Instagram video entitled “Jangan Letih Tumbuh” at minute 00.40 Mario Teguh said that, “Aku mengerti kebaikan aku akan menjadi lebih baik, aku mengerti keburukan aku mencegah diriku dari melakukannya.” Based on the excerpts of Mario Teguh's words on YouTube and Instagram, it shows a majestic tone with energetic sentences inviting the audience to remember God's law and stay away from badness. The argument explains that Mario Teguh uses a noble and powerful language style.

Intermediate language style

Intermediate style is a style of language conveyed in a gentle, affectionate, and humorous manner (Santoso 2020: 20). According to Novela (2022: 20) this language style is directed at creating an atmosphere of pleasure, peace, and calm. In Mario Teguh's YouTube video entitled “Membiasakan Diri Dalam Kelemahan” minute 00.01 says that,

“Kalau ada truk, ada truk besar mogok. waktu kita mau dorong, Apa yang dilakukan oleh orang-orang waktu mau mendorong truk yang diam ini? apa yang dilakukannya. digoyang dulu, tidak ada 12 orang langsung get go dorong mobil nggak mungkin. selalu digoyang-goyang dulu”

In the same study the author refers to an Instagram video entitled “Eleganlah Kita Ini Barang Mahal” at minute 00.08, Mario Teguh said that, “Gelas yang mahal dibawa hati-hati. Saya ulangi ya, gelas yang mahal, bukan karena harganya tapi yang beri siapa. Gelas yang mahal dibawanya hati-hati. Kalau anda mahal membawa dirinya hati-hati.” Mario Teguh's words above show the use of a medium style of language with a calm, gentle tone of delivery, using symbolism to attract the hearts of his audience such as the sentence in the YouTube video pushing a silent truck means inviting the audience to get out of their comfort zone and further on the Instagram video Mario Teguh says that an expensive glass is carried carefully which means inviting the audience to carry themselves well so that someone has a high value.

Language style based on sentence structure

Climax

This language style contains a sequence of ideas whose importance increases directly to the highest idea or commonly called gradation. Climax language style also has ideas whose level of importance is gradually increasing, so it is commonly referred to as anabasis (Agustin et al. 2020: 98). In the YouTube video with the title "Prioritaskan Yang Penting Bagi Anda" at minute 00.01 Mario Teguh says that, "Yuk!! kita sadari bahwa banyak kegalauan kita, kegelisahan dan kemarahan kita, bukan tentang hal-hal yang prioritas."

Mario Teguh's words show a type of anabasis climax in which the idea increases gradually starting with the word turmoil, anxiety increasing to the word anger. Furthermore, in the Instagram video entitled "Berhenti Menyiksa Diri Sendiri" at minute 00.43 Mario Teguh said that, "kesalahannya segera disadari dan diperbaiki. salah minta maaf lagi sama tuhan perbaiki." The sentence above is a type of anabasis climax because the ideas in the sentence gradually increase. The increase in ideas is found in the words mistake, realized, corrected, apologize.

Anti-climax

Anti-climax language style is a language style that contains an arrangement of ideas that the longer the statement decreases, the less important it becomes (Astuti et al. 2023: 15). In the Youtube video entitled "Jangan Membiasakan Diri Dalam Kelemahan" at minute 00.45, it says that, "Anda yang percaya diri sekali, Kenapa belum sehebat orang-orang yang minder itu?, kan pertanyaan saya kan menggoyang orang, gelisah." In addition, in the Instagram video entitled "Eleganlah Kita Ini Barang Mahal" at minute 00.33 Mario Teguh said that, "Sudah sekarang mengerti kata pembawaan, loh berarti mulai hari ini membawa diri dengan elegan, kita ini barang mahal."

Based on Mario Teguh's words through YouTube, it contains an anti-climax style with an important idea "Anda yang percaya diri sekali" then decreases to an unimportant idea "belum sehebat orang-orang yang minder."

Furthermore, through Instagram, the anti-climax style based on time is found in the sentence “sudah sekarang” which decreases to the sentence “mulai hari ini.” These explanations prove that Mario Teguh uses anti-climax language in his public speaking.

Parallelism

Parallelism language style uses words or phrases to achieve parallels that have functions in the same grammatical form (Mulyadi dan Christina 2021: 50). Parallelism is the repetition of words or sentences with a comparison of two different things that are deliberately considered the same (Abdulmughni 2019: 415). In the YouTube video entitled “Prioritaskan Yang Penting Bagi Anda” at minute 00.01 states that,

“Yuk!! kita sadari bahwa banyak kegalauan kita, kegelisahan dan kemarahan kita, bukan tentang hal-hal yang prioritas. Kita lihat ketidakadilan di dunia, kita lihat ke semena-menaan di lingkungan kita, kita lihat ketidak amanahan di lingkungan kita.”

In the Instagram video entitled “Eleganlah Kita Ini Barang Mahal” at minute 00.26 says that, “Orang yang membawa dirinya dengan elegan, dirinya ini mahal.” Mario Teguh's words through YouTube show a parallelism language style in the sentence “ketidakadilan, semena-menaan, ketidak amanahan.” The sentence has a reinforcing function between other sentences. Parallelism language style in Instagram videos is found in the word “elegant” which has the same value as the word “mahal.” The description is one of the forms of parallelism language used by Mario Teguh when speaking in public.

Antithesis

Antithesis is a comparative language style that juxtaposes two words or antonyms of words that are opposite in meaning (Zaimarni et al. 2020: 14). In the YouTube video entitled “Sesuaikan Perilaku Dengan Keinginan” at minute 00.30 Mario Teguh said that,

“Tanpa kesediaan untuk rugi, kita sulit untung. tanpa kesediaan untuk kalah, jangan bertanding. iya toh, nah di kehidupan ini kan seperti koin, bisa salah bisa betul, bisa sukses bisa gagal, kan koin begitu sisinya. tanpa kesediaan untuk bertemu dengan kekalahan, kemenangan tidak mungkin dicapai. tanpa kesediaan untuk rugi, kita

tidak bisa untung.”

In the Instagram video entitled “Jangan Letih Tumbuh” minute 00.08 Mario Teguh said that, “Tapi taruh orang dengan sikap yang baik disebuah rumah gubuk/sebentar dia akan menjadikannya istana.” Based on Mario Teguh's words through YouTube, it shows an antithetical language style with words that are opposite in meaning, namely in the words “rugi untung, salah betul, sukses gagal, kekalahan kemenangan.” Furthermore, the antithetical language style through Instagram, Mario Teguh juxtaposes two words and different meanings found in the words “gubuk” and “istana.”

Repetition

Repetition is the repetition of a word so that it becomes the first word of the next sentence or line with the aim of emphasizing the message that the motivator wants to convey (Prasetyo et al. 2021: 56). The repetition language style is found in Mario Teguh's YouTube video entitled “Sesuaikan Perilaku Dengan Keinginan” minute 01.16, which says that, “Itu, Kerinduan para single itu, pasangan yang itu. pasangan itu untung rugi.” While in the same context in the Instagram video entitled “Jangan Letih Tumbuh” at minute 00.15 which reads “Jadi, kalau gitu. jadilah pribadi dengan semangat untuk menjadikan diri lebih baik hari ini. ngga usahh mau lebih baik dari orang lain!”

Based on the sentence through YouTube, Mario Teguh uses repetition language style with repetition of words on the idea of “pasangan yang itu,” then repeated again with the same idea “pasangan itu.” While through Instagram the repetition style is in the sentence “jadi kalau gitu” repeated in the sentence “jadilah pribadi.” The explanation shows that Mario Teguh uses the repetition style in conveying his message.

Mario Teguh's Voice Style Through YouTube and Instagram

Rate dan rhythm

Rate and rhythm are the speed to regulate the speed and slowness of the voice rhythm used by the motivator to convey the message (Savitri 2022: 55). Rate is also called the rate of speech, which describes how many words are spoken by the motivator in one minute (Ulum 2022: 26). In a normal conversation, the speaking rate is between 130 and 180 words per minute (Aizzah 2019: 25). In the YouTube video entitled “Sesuaikan Perilaku Dengan

Keinginan” at minute 02.00 Mario Teguh uses a slow rate with a speaking speed of between 97 words. Furthermore, the Instagram videos entitled “Berhenti Menyiksa Diri Sendiri” and “Eleganlah Kita Ini Barang Mahal” Mario Teguh uses a slow rate with 103 character words with a duration of 00.56 seconds.

Pause

These pauses are often intended as communicative or expressive cues (Zamm et al. 2021: 32). According to Ali (2017: 100) expressive communication is used to convey feelings through nonverbal behavior A pause or pause means a sound that stops while speaking. Usually the communicator separates his ideas with the sounds “eh”, “apa”, “anu”, “apa namanya” so that it disrupts the communication process which shows fear, doubt, lack of preparation or unpreparedness (Meriyana 2020: 28). A short pause is used as a dividing point, such as a comma as a divider to vary ideas or unify thoughts (Hasim 2023: 25).

Mario Teguh when delivering motivation on YouTube with the title “Prioritaskan Yang Penting Bagi Anda” at minute 00.58 uses a pause with the word “em” for 2 seconds. In addition, the Instagram video entitled “Eleganlah Kita Ini Barang Mahal” at minute 00.10 has a pause of 4 seconds.

Pitch

Pitch is the high and low of the voice that is important for motivators to learn to emphasize and show the message being conveyed (Fawaz 2020: 20). When a motivator uses a high pitch, it means that the motivator expresses anger, shock or fear. Furthermore, a low tone shows sadness, happiness, and calmness. In addition, a flat tone shows boredom or non-seriousness (Fuadi 2023: 18). Through a YouTube video entitled “Jangan Membiasakan Diri Dalam Kelemahan” at minute 01.46 Mario Teguh uses a high-pitched voice that uses energy accompanied by facial expressions, a furrowed forehead and a sharp gaze at the audience. In the Instagram video entitled “Jangan Letih Tumbuh” menit ke 00.26 minute 00.26 Mario Teguh uses a low-pitched voice that shows a sense of calm.

Volume or loudness

Volume is the loudness and quietness of the voice when speaking. When the speaker conveys material to the listener, he should be able to

adjust the vocal voice to the situation at hand, namely by adjusting the loudness of the voice because emphasizing an important thing can make it easier for listeners to understand the material presented (Hafsari 2022: 16). In the YouTube video entitled “Sesuaikan Perilaku Dengan Keinginan” at minute 01.36 Mario Teguh uses a soft, calm and gentle voice by inviting the audience to prefer to get closer to goodness.

In addition, the same context is contained in an Instagram video entitled “Berhenti Menyiksa Diri Sendiri” at minute 00.10 which shows Mario Teguh using a firm voice volume accompanied by supportive hand movements and facial expressions. Based on this explanation, Mario Teguh uses a soft, calm and gentle voice volume.

Mario Teguh's Motion Style Through Youtube and Instagram

Body Attitude

When a communicator gives a speech or conveys a message in front of an audience, body posture will be the concern of the audience listening to the material. The body attitude of a communicator can cause interpretations from listeners (Novendi 2022: 32) therefore in behaving a communicator should show a calm, serious, and dominating attitude.



Figure 6. Mario Teguh's posture through YouTube and Instagram

In the picture above, the posture shown by Mario Teguh through Youtube and Instagram is a posture with a sitting position with a calm, relaxed but serious atmosphere.

Appearance and Clothing

Appearance or style of dress is also an important aspect when delivering messages in front of an audience, because the choice of clothing can affect audience attention (Rukmanasari 2022: 62).



Figure 7. Mario Teguh's appearance and clothing via YouTube and Instagram

In the picture above, Mario Teguh's appearance or style of dress on the YouTube account wears a neat, short-sleeved Muslim koko shirt that is turkish blue with patterns. Through Instagram Mario Teguh uses a short-sleeved Muslim koko shirt and a patterned tortilla brown color. In addition, Mario Teguh always uses a watch and bracelet when delivering his motivation.

Facial expressions

One of the most important tools that speakers use in nonverbal communication is facial expressions. Smiles, laughter, forehead wrinkles, funny looks, eyebrow movements that show doubt, shock and so on can reveal the speaker's intentions (Gunawan 2020: 51).



Figure 8. Mario Teguh's facial expressions via YouTube and Instagram

The picture above shows Mario Teguh's facial expressions used through YouTube and Instagram displaying a smiling face by paying attention to the audience when delivering motivational messages.

Hand Movement

The right hand movements can provide a special attraction for communicators. Hand movements are used during certain conditions only, such as when the conversation has begun to be serious, needs attention, and needs pressure (Purnama 2023: 24).



Figure 9. Mario Teguh's hand gestures via YouTube and Instagram

In his YouTube video entitled “Jangan Membiasakan Diri Dalam Kelemahan” it can be seen that the fingers of Mario Teguh's right hand point outward and the right hand is raised more backward showing movements that are following the topic being discussed. In the Instagram video with the title “Eleganlah Kita Ini Barang Mahal” the hand movements displayed by Mario Teguh are the index finger of the left hand pointing upwards as a sign of seriousness and needs to be considered. In addition, Mario Teguh's right hand also carries a glass as an example or parable of the message conveyed.

Eye View

According to Pusu (2019: 23), when delivering material the eyes of a speaker or communicator can be a force to control and influence listeners.



Figure 10. Mario Teguh's eye gaze via YouTube and Instagram

Based on the picture above, shows that in delivering his motivation in the YouTube video, Mario Teguh's eyes occasionally look at the material recorded on the cellphone in front of him. In addition, in the Instagram video, Mario Teguh shows eye contact by looking at the audience so that the audience feels directly interacted with and cared for by Mario Teguh.

Conclusion

Mario Teguh's rhetorical style through YouTube and Instagram uses language style based on word choice, namely, official language, unofficial language, and conversational language. Based on the tone category, it uses simple language style, noble and powerful style, and medium style. Based on the sentence structure Mario Teguh uses climax, anti-climax, parallelism, antithesis and repetition. Based on the category of voice style, Mario Teguh uses slow rate, pause, high and low pitch, and soft and firm volume.

Based on the movement style category, Mario Teguh uses a seated posture and a calm, relaxed but serious atmosphere. Mario Teguh on the YouTube account wears a neat, short-sleeved Muslim koko shirt that is turkish blue with patterns. Furthermore, on Mario Teguh's Instagram account, he wears a short-sleeved Muslim koko shirt and a patterned tortilla brown color. In addition, Mario Teguh always uses a watch and bracelet when delivering his motivation.

Mario Teguh's facial expressions used on YouTube and Instagram accounts display a smiling face by paying attention to the audience when delivering motivational messages. Mario Teguh's hand movements follow the conditions spoken on stage. Based on the eye gaze category Mario Teguh through YouTube occasionally looks at the material recorded on the cellphone in front of him and through Instagram Mario Teguh shows eye contact by looking at the audience.

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