



Strategy for influencing through Indonesian persuasive motivator

(Strategi mempengaruhi melalui persuasif motivator Indonesia)

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Abstract: The ability to persuade is a valuable communication skill that cannot be acquired easily. When used with confidence, persuasive speech possesses power, triggers change, and can inspire action. Speaking persuasively is a strategy that a motivator must master; this skill aims to influence, suggest, bring about positive change, and create attraction when speaking to an audience. This study aims to analyze the strategies used by motivators to influence participants in motivational seminars. The research employs a qualitative method with a pragmatic approach, as this approach provides strong tools for uncovering the hidden meanings in the motivator's speech. The data sources are derived from twenty (20) videos of Indonesian motivators Ary Ginanjar Agustian and Ippho Sentosa, focusing on aspects such as the topic and context of their talks. The overall findings reveal that the success of a motivator in influencing seminar participants is closely tied to three persuasive strategies used. These strategies are: i) commitment and consistency, ii) social proof, and iii) authority. The implications of this study support Robert B. Cialdini's persuasive theory, showing that the three motivators successfully persuaded, changed attitudes, and reinforced the intentions of seminar participants. Practically, the study suggests that organizations or individuals aiming to organize motivational events should select motivators with strong rhetorical skills.

Keywords

Motivator, Persuasive, Strategy, Thematic analysis

Abstrak: Kemampuan membujuk merupakan keterampilan dalam komunikasi yang berharga dan tidak dapat diraih begitu saja. Tuturan persuasif ketika digunakan dengan keyakinan akan memiliki kekuatan, memicu perubahan, dan dapat menginspirasi tindakan. Bertutur secara persuasif merupakan strategi yang harus dimiliki oleh seorang motivator, keahlian ini bertujuan untuk bagaimana seorang motivator memengaruhi, memberikan sugesti, membawa perubahan positif, dan menciptakan daya tarik ketika berbicara di depan pendengarnya. Penelitian ini bertujuan untuk menganalisis strategi yang digunakan motivator dalam memengaruhi peserta kegiatan seminar motivasi. Penelitian ini menggunakan metode kualitatif dengan pendekatan pragmatik dikarenakan pendekatan ini memberikan alat yang kuat untuk mengetahui interpretasi makna tersembunyi dari tuturan motivator. Sumber data diambil dari dua puluh (20) video motivator Indonesia Ary Ginanjar Agustian dan Ippho Sentosa, data yang diambil dalam video tersebut terkait dengan aspek topik pembicaraan dan konteks. Secara keseluruhan temuan penelitian mendapati bahwa, keberhasilan seorang motivator dalam memengaruhi mitra tutur dalam kegiatan seminar motivasi tidak terlepas dari tiga strategi tuturan persuasif yang digunakan. Tiga strategi yang digunakan tersebut yaitu: i) komitmen dan konsisten, ii) pembuktian sosial, dan iii) otoritas. Implikasi penelitian ini secara teoritis hasil penelitian ini mendukung teori persuasifnya Robert B Cialdini bahwa ketiga motivator berhasil membujuk, mengubah sikap, dan memperkuat niat peserta seminar. Secara praktis, penelitian ini menyarankan agar organisasi atau individu yang ingin menyelenggarakan acara motivasi dapat memilih motivator yang memiliki kemampuan retorika yang kuat.

Kata Kunci

Analisis tematik, Motivator, Persuasive, Strategi

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INTRODUCTION

Motivational discourse is a form of speech that stirs a person from within, prompting them to act or achieve a particular goal. In recent years, there has been a kind of "addiction" within intellectual circles to fostering inspiration for success. This is due to the fact that motivational discourse can deeply engage a person's mind, emotions, and spirit (Johnston & Davis, 2019; Tan et al., 2020). Motivational discourse has the ability to shift an individual's perception from negative to positive thinking (Baekgaard et al., 2019; Gillison et al., 2019; Taylor et al., 2020). According to van Roy & Zaman, (2019) regardless of your current condition, be assured that the power of motivation is a great force driving us forward.

Becoming a motivational speaker is not an easy task, as a speaker must master the art of speaking and selecting the right words, be able to convince and change the mindset of their audience (Thomas & Gupta, 2022; Umeozor & Emasealu, 2020; Zhang et al., 2020). A motivational speaker discusses various aspects that can help their audience achieve the essence of their life goals, strategies for achieving success, the beauty of forgiveness, the virtue of integrity, and the meaning behind life's suffering. Therefore, the speech delivered must have the power to gain the trust of the audience (Chien et al., 2020; Fenyvesi, 2020; Pauly et al., 2021). According to Lauer (2022), a pragmatic approach called rhetoric can be used by a motivational speaker to effectively decide language style in conveying messages when motivating someone. Rhetoric focuses on goal-oriented communication situations, where the speaker uses language with the aim of producing a certain effect on the audience's mind (Iliev et al., 2020).

Rhetoric plays a crucial role in language skills, as it is the art of using words in an impressive manner (Hochmuth, 2020). A motivational speaker who skillfully uses rhetorical techniques in communication can easily influence their audience to believe in the ideas being conveyed (Norheim & Haga, 2020). According to Gilkey et al. (2020), the purpose of rhetoric is to convince the audience of the ideas or concepts being presented; thus, rhetoric is inseparable from persuasion.

Persuasion is a verbal art aimed at convincing someone to take a particular action, either immediately or in the future (Mackie & Worth, 2020; Miller & Levine, 2019). Since the ultimate goal is to get the audience to act, persuasion can also involve strategies for decision-making (Breves, 2021; Geurts et al., 2022; Jung & Heo, 2019). Saunderson & Nejat (2019) and Tseng et al., (2020) described persuasion as a form of discourse intended to influence the attitudes and opinions of listeners regarding the speaker's message.

According to research conducted by Feinberg & Willer, (2019); Hamilton & Johnson, (2020); Kareklas et al., (2019); Orji et al., (2019), persuasion involves changing an individual's attitude by introducing new ideas, thoughts, opinions, and facts through communicative messages. Meanwhile, according to Adame (2018), persuasion is a psychological activity aimed at changing attitudes, opinions, or behaviors without resorting to threats, violence, force, pressure, extortion, bribery, terror, or intimidation, but rather using empathy, awareness, and emotional appeal. Therefore, persuasive techniques play a vital role in communication, and the success of a motivational speaker in inspiring an audience often hinges on their persuasive skills. Linguists also emphasize that the ability to choose words wisely in speech, to change the audience's beliefs, and to shape ideas or concepts into a foundation for decision-making, demonstrates mastery of rhetorical or persuasive speaking techniques (Chen et al., 2021).

The use of persuasive messages in communication cannot be overlooked, especially for someone in the profession of motivational speaking or hosting. Claria & Sariani (2020) even argue that one of the main causes of failure for motivational speakers in seminars is their lack of proficiency in persuasive techniques. A similar view shared by Hamandia & Razzaq (2019), stating that communication is a tool that connects the speaker (communicator) with the audience (communicatee), making it the most important instrument in building that relationship.

Research on persuasion has been conducted by several previous researchers, such as Chen et al., (2021); Gesser-Edelsburg & Singhal (2013); Ham et al., (2015); Pressgrove et al., (2021); Suadnyana & Yogiswari (2020); and Zain (2017). Generally, these researchers have focused on various issues

related to persuasive communication. Specifically, on the strategy of influencing through persuasion by Indonesian motivational speakers, no studies have yet been found discussing this issue. However, strategies for influencing audiences through persuasive messages are a crucial skill for anyone in the profession of public speaking, including motivational speakers. As such, this study attempts to explore the strategies used by successful and well-known Indonesian motivational speakers through the analysis of 20 motivational videos, examining how persuasive messages influence audiences in motivational seminars in Indonesia. It is hoped that this research will serve as a reference or input for individuals pursuing a career as motivational speakers in Indonesia.

As previously explained, research on persuasive communication has been widely conducted, and many studies have demonstrated that the issue of persuasion or using persuasive techniques in communication is an interesting topic for further exploration. It is even suggested that such studies be expanded into various fields of education.

As generally known, persuasive messages aim to influence thought and action or to persuade someone to follow instructions or ideas by manipulating motives toward a desired goal (van Reijmersdal et al., 2015). The target of persuasive messages is to bring about changes in knowledge, understanding, and behavior (Vargheese et al., 2016). To achieve successful persuasion, a speaker must employ strategies that can move the audience to take the suggested action (Chiu, 2018). The persuasion strategy employed will be reflected in the speaker's dialogue in providing stimuli (Krause & Rucker, 2020). The speaker's utterances will become part of the practice of persuasive discourse.

Persuasive speech used by motivational speakers is often aimed at changing attitudes. The expression of attitudes is largely influenced by experience. The process of persuasion is shaped by the social and cultural context in which it occurs, and at the same time, helps make that context important (Orji et al., 2019). One characteristic of motivational discourse is the shift in attitudes and beliefs resulting from the exposure to information from others (Böheim et al., 2021). In this case, attitude is understood as one's feeling of like or dislike toward something. The concept of belief refers to statements that a person considers to be true.

Therefore, the literature review above emphasizes the novelty of this research, which focuses on the strategies used by Indonesian motivational speakers to influence audiences through persuasive motivation. This topic has not been previously explored, offering new insights into the strategies used by renowned speakers, especially in influencing their audiences.

METHOD

This research employs a qualitative method with a pragmatic approach, which is particularly relevant to the study for several reasons: (i) the data consist of qualitative material examined in its natural context, primarily in the form of text (transcripts); (ii) the research is descriptive, aiming to characterize the persuasive speech of motivational speakers; (iii) the focus is on the process rather than the outcome, as it explores issues surrounding the persuasive discourse and interprets the meaning behind each finding; (iv) data analysis is inductive; and (v) the characteristics of persuasive speech are constructed from the "meanings" identified in the language used by the motivational speakers. The pragmatic approach is applied to: (1) analyze the structure of persuasive discourse by identifying patterns specific to the speaker's language; (2) examine word choices, including their emotional connotations and psychological impact; (3) analyze implicatures by identifying meanings implied within the motivational speech that may not be explicitly stated; (4) analyze speech acts by classifying the types of acts performed; and (5) examine presuppositions by identifying the underlying assumptions in the discourse. Using a pragmatic approach allows the researcher to uncover various persuasive strategies used by the speakers, such as emotional language, the creation of an emotional bond with the audience, and the use of compelling arguments.

The data sources for this research are derived from the analysis of 20 motivational videos downloaded from the internet. These motivational videos are categorized based on topics, speakers, audiences, contexts, organizing institutions, and the persuasive speech used. After further analysis, the appropriate subjects for this research are the motivational videos delivered by Ary Ginanjar Agustian

and Ippho Sentosa. These two speakers were selected as research subjects for several compelling reasons, particularly focusing on aspects of persuasion and the influence of spiritual messages within the motivational context, such as: 1) both have a substantial following, both domestically and internationally. This indicates that their messages possess strong appeal and can reach a wide audience; and 2) both explicitly integrate spiritual values, particularly from Islam, into their motivational messages. This makes their messages unique by linking positive mindsets with spiritual strength.

Table 1
Recapitulation of Data Sources

No	Seminar Theme	Motivator	Total
1	Menuju Indonesia Emas 2020 (Toward The 2020 Golden Indonesia)	Ary	7
2	Religi (Spirituality/Religion)	Ary &Ippho	4
3	Pencapaian Rezeki (Attainment of Sustenance)	Ippho	7
4	Otak Kanan (Right Hemisphere of the Brain)	Ippho	2
The Total of Data Sources			20

The data collection for this study employs the observation method. This method is utilized in the context of this research to analyze the persuasive discourse found in the motivational videos delivered by the two prominent figures. The observation process consists of the following steps: 1) data selection, where the chosen materials are relevant to personal development; 2) transcription, in which the researcher transcribes the pertinent sections after conducting the observation, paying attention to intonation, vocal tone, gestures, and non-verbal elements that may influence the meaning of the discourse; and 3) analysis, where the speech is identified by examining persuasive elements such as the use of emotional language, repetition, rhetorical questions, and narrative storytelling. Subsequently, the discourse is classified according to its type, including direct persuasion, indirect persuasion, or persuasion through examples. A meaning analysis is conducted to ascertain both the literal and connotative meanings, followed by the identification of strategies employed. The researcher identifies the motivational speaker's discourse strategies based on the data criteria outlined in the data collection guidelines. Consequently, identification, classification, and description of the data will be performed.

Table 2
Identification of Persuasive Utterance Strategy

Persuasive Utterance Strategy					
Commitment and Consistency	Reciprocal relationship	Authority	Social Proof	Appeal	Rarity

Table 3
Guide of Persuasive Utterance Strategy Data Analysis

Focus	Indicator
Commitment and Consistency	1. The speaker demonstrates/becomes the object of utterance
	2. The truth uttered relatively forces the interlocutors to be consistent
	3. The meaning of the utterances is implicit
Reciprocal relationship	4. The speaker guides the interlocutors to always respond to actions
	5. The speaker elaborates the effects of the argument of giving
	6. The effects of the argument of giving are adjusted based on the interlocutors
	7. The meaning of the utterance is implicit.
Authority	8. The speaker invites/suggests the interlocutors
	9. The speaker repeats what he/she said
	10. The speaker describes the invitation according to the condition of the interlocutors
	11. The meaning of the utterances is implicit
Social Proof	12. The speaker explains the truth and excludes other truths
	13. The speaker elaborates informative evidence that is weak in nature
	14. The meaning of the utterances is implicit

Focus	Indicator
Appeal	15. Confirm what has been discussed
	16. The speaker creates a sense of mutual understanding with the interlocutors
	17. The speaker describes evidence of the condition of the interlocutor's understanding
	18. The speaker provides solutions and makes the situation better
	19. The meaning of the utterances is implicit
Rarity	20. The speaker makes decisions based on attitudes and behavior in an accordance with the values and norms
	21. The speaker explains/elaborates based on the conditions and circumstances of the interlocutors
	22. The speaker tries to provide tension so as to create a religious atmosphere
	23. The meaning of the utterances is implicit

The data analysis for this research is conducted using the flow analysis model proposed by Miles & Huberman (1992), which consists of three interrelated activities occurring simultaneously. These activities include: 1) data reduction, which involves the identification, classification, and coding of data; 2) data presentation, which entails organizing and structuring information; and 3) verification and drawing final conclusions.

RESULTS AND DISCUSSION

Based on the analysis of persuasive texts from 20 motivational videos identified as data sources for this study, it is evident that the success of a motivational speaker in influencing an audience during motivational seminars is intrinsically linked to three persuasive discourse strategies employed. These three strategies are: i) commitment and consistency, ii) social proof, and iii) authority.

To enhance the readability and comprehension of the results and discussions presented in this article, the author will showcase excerpts of persuasive texts obtained from the analysis of the 20 motivational videos, categorized according to the three identified themes. Furthermore, each theme will be discussed in relation to relevant theories, expert opinions, and findings from previous research addressing similar issues in varied contexts.

Persuasion plays a pivotal role in altering the thoughts, attitudes, or behaviors of the target audience through verbal, written, or visual means. Chiu et al., (2014); Zain (2017) outlines that persuasion is a human communication process designed to influence others by modifying their beliefs about values, ultimately affecting human behavior. In other words, persuasion seeks to influence individuals by leveraging data and facts through verbal, written, and visual means, psychologically and sociologically impacting the recipients of the message. In persuasive practice, the primary objective is to facilitate a change in human attitudes. According to psychological principles, an attitude is defined as an individual's tendency to respond to a stimulus.

The persuasive discourse utilized by motivational speakers represents a subtle approach to convincing their interlocutors to act in accordance with the speaker's intentions. Previous cross-cultural studies have identified three influential strategies: persuasive strategies (utilizing logical arguments in persuasion), assertive strategies (employing coercion in persuasion), and relationship-based strategies (referring to personal relationships in persuasion) (Claria & Sariyani, 2020; Tan et al., 2020). The persuasive discourse of motivational speakers not only affects beliefs, attitudes, and intentions but also manifests in forms adaptable to the context and circumstances in which the language is employed, leading to a diverse range of linguistic expressions. Motivation is a psychological attribute that explains why individuals behave in certain ways (Zaenuri, 2017). Motivation can be further classified into intrinsic and extrinsic categories. Individuals with high intrinsic motivation seek internal rewards, such as feelings of enjoyment, achievement, or pride, while those with strong extrinsic motivation pursue external rewards, such as monetary benefits, recognition from others, or promotions (Hidayati & Ermiyanto, 2017). In the fields of linguistics and literature, this motivation can be portrayed through approaches such as communication, persuasion, participation, or coercion.

Effective motivation by speakers must establish personal engagement or relevance to the topic at hand. The greater the significance of the topic for seminar participants, the more critically they will engage with the issue (Armenta et al., 2017; Weaver et al., 2016). Participants are likely to process information centrally when presented with various sources of information and opinions from the speaker. Motivators persuade seminar participants with robust arguments to undertake actions they may initially resist. The persuasive messages delivered by the speaker can only partially influence attitude formation; the remaining influence is determined by the content or meaning of the persuasive message.

The psychological process introduced by Cialdini (2007) that aids in influencing individuals is commitment and consistency. The principle of commitment suggests that once individuals make a commitment, whether publicly or privately, they are inclined to adhere to that commitment and behave in alignment with it. Commitment holds significant influence, as humans have an inherent drive to appear consistent in their thoughts and actions. After making a commitment, individuals feel compelled to maintain that consistency. When individuals publicly declare a commitment, they feel accountable for that commitment and are more likely to uphold it. Once a commitment is established, individuals tend to perceive themselves as committed to a cause, motivating them to act in accordance with their new self-image. Gradual commitment allows individuals to develop their commitment over time (Ridwan & Hamelinda, 2017; Tracy & Strutzel, 2018). In simple terms, sustained commitment reflects an obsessive desire to maintain consistency in one's actions. Similarly, when a motivational speaker makes choices or takes positions, seminar participants face personal pressure to remain consistent with the commitments they have made collectively. Such pressures will prompt seminar participants to respond in alignment with the decisions agreed upon collectively.

Commitment is a concept that logically resembles obligation. Therefore, discussions surrounding commitment inherently involve action. Commitment arises from the effects of perseverance in taking action (Putra et al., 2021). Social interactions within motivational seminars aimed at behavior change will not succeed in the absence of mutual commitment. The motivational speaker assumes the role of session leader or lecturer, designing commitments and managing expectations. The motivational speaker encourages seminar participants to rely on them to act in specific ways to coordinate the activities. Commitment may sometimes manifest explicitly, where seminar participants and the speaker engage in negotiations that yield a commitment, which may be articulated as a clear promise. Below, data is presented to provide evidence of the existence of commitment within motivational seminars.

[PSKK1] “Alright, let’s break down the facts and myths about giving charity, okay? Is it true that charity has to be done with sincerity? Ideally, yes, but if you’re not feeling it yet, just give anyway. Eventually, you’ll get there, right? When we were kids, did we fast sincerely? No way, our parents made us do it, right? We were forced to have sahur, forced to hold out until noon, right? Then we were made to hold out until 2, then 3, then 4, and it just kept going. It was like, 'Alright, just make it to noon, or just to 2, whatever.' And then at the end of the month, we’d get gifts—new clothes, Eid money, all sorts of stuff, right? So, forcing can get you used to it. A friend of mine was sent by his parents to a boarding school, did he go willingly? No way, he wanted to run away but couldn’t. After three years, though, he finally got used to it. What can you do? Sometimes you have to be forced to get to sincerity. Once you’re forced, you can get used to it. Now, we’ve all got pretty similar levels of faith, right? When we first started praying tahajud, were we really sincere? Most people only start praying tahajud when they have a problem, right? It’s rare for someone to do it straight from the heart. It’s like, if there’s a problem, then it’s tahajud time, right? The more problems, the more tahajud, and eventually, you’ll get sincere too. In the end, you’ll get used to waking up at 3:30 or even 3. If you can be sincere from the get-go, that’s great, but if not, just force yourself. Sometimes, doing good things requires a little push. You gotta force yourself to get used to it.”

Contexts Motivators make a commitment to prioritize charity. Charity can begin from a sense of obligation, like other forms of worship. Work done out of obligation at first, over time with perseverance, will lead to sincerity. That obligation can become a habit.

The utterance [PSKK1] is essentially a forced activity. A firm statement from the motivator causes seminar participants to commit to changing their behavior based on propositions they believe to be true. In principle, persuasive utterances using commitment strategies limit any actions that can be considered by the motivator. The motivator asserts that "eventually, it will become sincere" and "forcing yourself will eventually become a habit," indicating practical behavior that leads to a commitment to act. According to (Geurts et al., 2022), The utterance [PSKK1] is essentially a forced activity. A firm statement from the motivator causes seminar participants to commit to changing their behavior based on propositions they believe to be true. In principle, persuasive utterances using commitment strategies limit any actions that can be considered by the motivator. The motivator asserts that "eventually, it will become sincere" and "forcing yourself will eventually become a habit," indicating practical behavior that leads to a commitment to act. According to (Geurts et al., 2022), non-conventional speech acts popularized by Strawson essentially involve what is later called "communicative intent." This means the intent that generates beliefs within the conversational partner or an acknowledgment of that intent through behavioral changes. Communication based on the speaker's intent is very important. It is the speaker's duty to express the meaning of their utterance so that the conversational partner understands, and communication flows well. However, commitment is more oriented toward interpersonal relationships that affect social activities. Commitment is formed through mutual trust and the sharing of knowledge, such as, "*Is it true that charity must be sincere? Ideally yes, but if you are not sincere yet, just give charity. Eventually, you will become sincere. Right?*" This motivational utterance reflects a shared commitment by acknowledging a common approach to charity. The similarity of actions is gathered to support the information conveyed by the motivator. Before seminar participants act on the commitments expressed by the motivator, they must first accept that the commitment is made for better behavior.

The following motivational utterance has a "call to action": "*Write down your three biggest goals in life right now, and stick them in a place where you can see them every day.*" This statement is not just an invitation but also provides concrete steps that listeners must take. It is a direct application of the illocutionary act in pragmatics. That utterance not only conveys information but also functions as a command or request to take certain actions. "*Imagine yourself like an eagle flying high in the sky. You are free, strong, and capable of achieving anything you want.*" This use of metaphor and imagination aims to create a strong mental image for the listeners so they can feel the same emotions conveyed by the speaker. This is an example of a perlocutionary act, where the goal is to evoke a specific emotional response from the listeners.

The commitment strategy is a powerful tool in persuasion but is not the only strategy that motivators can use. This motivator employs a combination of various persuasive strategies, including commitment, to achieve their goals. Motivators must make realistic commitments so as not to cause frustration. Persuasive utterances using commitment strategies direct individual actions toward more specific goals. The principle of commitment is closely related to the theory of cognitive dissonance proposed by Leon Festinger. When someone makes a commitment but then does not act according to that commitment, dissonance arises in their minds. To reduce this dissonance, individuals tend to change their behavior to align with the commitments made.

Consistency is an attitude valued and recognized in most situations. In contrast, inconsistency is viewed as a negative attitude and is not appreciated by most people. According to Sahadi et al., (2020), people whose words, beliefs, and promises are inconsistent are seen as incompetent, confused, duplicitous, and even mentally ill. This view aligns with the principle of cooperation mentioned in the quality maxim, which states that the speaker's utterances must have sufficient evidence. Research on persuasive utterances using this strategy is relatively high. It is stated that all persuasive utterances communicated by the speaker must possess consistent qualities. In persuasive utterances, the

conversational partner will trust the speaker as long as the utterances do not contain elements of deception.

Persuasive utterances employing the reciprocity strategy indicate that the speaker makes promises of commitments to the conversational partner in the form of success (Hikmah, 2021; Suryaningsih, 2020). This reciprocity strategy is often used in the persuasive utterances of motivators containing promises made by the speaker to the conversational partner. The act of breaking promises will harm the speaker and will not benefit the conversational partner. The speaker's loss, socially, is considered deceiving the conversational partner, while the conversational partner feels unappreciated for their efforts. Deception is considered a discourteous act. As a result of this action, the good relationship between the motivator and the seminar participants becomes unhealthy, and even risks breaking down.

To understand why consistency can be a very strong motive, it is important to realize that consistency is an attitude valued and recognized in most situations. If there is inconsistency, it is usually viewed as a personal character flaw. The appeal of consistency lies in the lack of need to make decisions based on deep thought. The strength of consistency is extraordinary in guiding human behavior. All of this occurs because of a commitment. Commitments can be very effective in influencing someone by directing an action (Ulum & Muchtar, 2018). Consistent utterances are statements that do not contradict reality. Motivational persuasive utterances require the presence of consistent speech acts. Data [PSKK1] is consistent information. The motivator builds a consistent attitude that leads to behavior and requires a shared commitment to implement it.

Social Proof Strategy

The social proof strategy is a persuasive principle that is created or manipulated. The main idea behind the social proof strategy is a form of power or resilience in manipulation. This strategy creates an important concept in grouping the desires others seek into several social alternatives. This means that regardless of what others report or complain about, the manipulation performed will not be in vain.

The utterance delivered by the motivator uses manipulation to influence seminar participants. This relates to the formation and change of attitudes, as well as emotional stimuli. The motivator, in using the proof strategy, employs "self-sharing." Sharing experiences, views, thoughts, opinions, and knowledge has become a *trending topic* in influencing seminar participants. The motivator always talks about perfect performance as a creature of God. This is called social proof.

Social proof refers to seminar participants supporting the motivator's position. The motivator says, "*Would you like me to show you a profitable business?*" [PSPS1]. This utterance from the motivator contains several layers of meaning that go beyond its literal interpretation. In pragmatics, this utterance contains an illocutionary act of invitation or offer. The motivator wants seminar participants to be willing to listen to explanations about a business opportunity. Besides being an invitation, this utterance also contains a request. The word "profitable" implies that the offered benefits are very large and attractive. This utterance suggests that gaining profit from this business is very easy or does not require much effort. For this utterance to be effective, the motivator must first build trust. The conversational partner must believe that the motivator has information about the profitable business. The effectiveness of this utterance greatly depends on the social relationship between the motivator and the audience. If they already know each other and have a good relationship, this utterance will be more easily accepted. Cultural values also influence the understanding of this utterance. In individualistic cultures, an emphasis on personal gain will be more effective, while in collectivist cultures, an emphasis on mutual benefits may be more relevant.

The motivator further states, "*Our song is wrong... it's an Indonesian song. What does it say? Our grandmother is a sailor. Not a sailor, a true businessman. Just like that, can you imagine, Prophet Muhammad was a businessman for 25 years and a prophet for 23 years. More qualified, he spent longer as a businessman than as a prophet, you know? 25 years as a businessman, and then became a prophet*" [PSPS2]. The motivator reframes history by changing the common perception of Prophet Muhammad. The aim is to inspire and

motivate the audience, especially in the context of business development. By using the prophet as an example, the motivator leverages religious authority to support their argument. This makes the message stronger and harder to refute. The utterance contains many implicatures or implied meanings, such as the implication that success in business is the key to achieving success in life. The primary goal of this utterance is to motivate the audience to focus more on developing their business. This utterance is an illocutionary act aimed at changing the audience's attitudes and behaviors. This is why the use of successful and respected figures as role models in the strategy of delivering persuasive utterances is important.

This is what is called social proof; the motivator uses figures who are role models for Muslims to influence seminar participants. By simply telling and showing the participants that people they love and respect have done it first, the motivator offers a change by depicting a role model or idol figure. With this social proof, many participants who initially opposed all types of actions will change their stance. *Branding* also becomes a key weapon in this strategy. The motivator uses social proof to gain trust in the eyes of seminar participants, who will have a positive impression of what is conveyed. What motivates participants to attend this seminar is their desire to improve themselves, to be knowledgeable, to succeed, and to be appealing to their friends. The act of sharing knowledge, such as motivational seminars, will form a community, recognition, and a person's status. Here, *branding* plays a role; seminar participants will talk about this seminar event and even discuss who the motivator is personally. Seminar participants will inform others of the ways they have learned in the seminar to show a change in behavior in the eyes of others.

This strategy is one way to determine what is considered true by discovering what others deem as true. In other words, a person will perceive certain behaviors as more correct in specific situations because others are also engaging in those behaviors (Eriyanto, 2018; Eriyanto & Zarkasih, 2018). The persuasive speech strategy in motivational discourse is based on the principle of social proof, which is commonly used by motivators by presenting evidence of Allah's power in the form of films (presentations) to touch the hearts of motivation participants. This method aims for participants who directly observe (the presentation) to gain a positive impression and thus desire to become better individuals. The social proof strategy is often employed by motivators by quoting words from influential figures or clerics that are favorites among the participants. The methods used in motivational discourse are closely related to pragmatic studies.

The originators of this strategy state that several main factors can evoke fondness toward others, namely: physical attractiveness, similarity, compliments, cooperation, and conditioning/association. According to research conducted (Damanik & Tansliova, 2020; Dyatmika, 2022) feelings of fondness can also be caused by “similarity” possessed by an individual. For example, similarities in terms of age, religion, politics, and smoking habits. Giving “compliments” to others can be a very effective tool for garnering sympathy. The results of a study involving sending greeting cards that contained the praise “I like you” to 13,000 (thirteen thousand) customers received a very significant positive response from them.

Authority Strategy

According to (Tracy & Strutzel, 2018) authority is when we present ourselves as holders of high authority who are respected in the community. In the persuasive communication process, authority emerges as someone who possesses expertise. A motivator's expertise includes recognizing seminar participants, information, competence, and authority. Aristotle, in (Rakhmat, 2020) states that authority is part of ethos, which is an argument that reinforces the audience's trust in the seminar participant's competence. The authority used by motivators influences seminar participants to take action by leveraging their power. The motivator determines the direction of attitude change in seminar participants, whether they can win their hearts or, conversely, alienate them.

The motivator, as a sole speaker, possesses the power to speak without obstruction. Seminar participants believe that the message conveyed by the motivator is appealing and can generate

compliance with their recommendations. The following data exemplifies the speech acts of the motivator's authority as an information provider (Dewi, 2020).

- [PSO1] “Our wealth, our success, is a beacon for others. Why do our youth copy everything from America? Their walking style, their singing style, everything. Their clothing, right, everything. Why? They are considered successful. So, success is a beacon; you don't need to talk much; people will follow you. So, if you want to be followed, be successful by preaching in the language of your community; what's the current language? Success. What's the current language? Wealth. So, be wealthy so that you become an instrument, making it easier for you to speak and present anywhere. Do you understand my words?
- Contexts The motivator encourages seminar participants to achieve success.

The above statement contains an authority strategy, where the motivator positions themselves as someone with sufficient knowledge and experience to offer advice on success. Although not explicitly stated, the implication of this discourse is that the motivator has achieved the success they advocate. This personal experience makes them a credible figure for providing advice. The motivator employs broad generalizations, such as "*our youth*" or "*everyone*," to strengthen their argument and create the impression that their views are universally applicable. There are implicatures in this discourse. For example, the implication that material success is the sole measure of achievement. The primary objective of this discourse is to motivate listeners to pursue material success and become role models for others. Indirectly, this discourse critiques excessive consumerism and encourages individuals to pursue lifestyles that do not align with their means. While emphasizing the importance of success, the motivator also implies the significance of building a strong local identity. This is evident from their criticism of the tendency of young people to imitate American culture. Being successful is synonymous with spreading religious teachings. A person will act by imitating others if those others are perceived as successful in their eyes. The statements of the motivator demonstrate a visionary capacity with credibility that promises to alleviate the fear of failure experienced by seminar participants, efficiently and reliably (Hastiti et al., 2017; Latifah & Muksin, 2020). The motivator explains the uniqueness, experiences, and achievements of successful individuals before their community, with all eyes focused on them. Thus, the community serves as the highest authority formed from a shared pursuit of success. The motivator's capacity and skills lead seminar participants to trust them.

Data [PSO1] represents persuasive discourse that refers to information about the credibility of successful individuals. The motivator invites and directs participants to follow their instructions. The sentence, "*Why do our youth look at everything in America? Their walking style, their singing style, everything. Their clothing, right, everything. Why? They are considered successful,*" serves as a statement shaping the perception of youth idols. The persuasive message delivered by the motivator contains isomorphism. According to (Rakhmat, 2020) isomorphism means the presence of shared meaning by understanding characteristics through statements of quality and characteristics concerning something (Haryanto & Indarto, 2021). Viewed from the meaning of the above discourse, the motivator encourages seminar participants to become successful individuals, as success is also a command from Allah. With success, one finds it easier to spread Allah's religion.

In terms of authority, the motivator is the one who motivates; their figure will become a role model. A motivator will remain a motivator regardless of whether their performance is good or not. A motivator understands their field better and knows more than the seminar participants. Thus, a person with greater credibility, stability, and capability will tend to be trusted and relied upon. The discourse used by the motivator in persuading tends to transform words into ritualistic or religious objects. The communicative markers "spreading" and "preaching" refer to religious symbolic elements. However, the use of these markers does not directly become strong; arguments are needed to influence participants. The authority of the discourse (insults, threats, commands, messages, and promises) is used to design constitutive rules. Searle (1969) states that constitutive rules govern the possibilities in which the motivator is endowed with the excess and power to influence behavior (Rahma & Pristiwati, 2019).

The speech strategy based on the principle of “authority” is also in line with the concept of “directive” speech acts proposed by Searle (1999), which states commands or requests from the speaker to the interlocutor to carry out actions desired by the speaker. Thus, the method used by the speaker based on the principle of authority is to directly instruct participants to strive for a better life. The implementation of the strategy based on the principle of “authority” can practically be done by demonstrating the motivator's character (Mulyani & Syahrul, 2020).

Cialdini (2007) identifies three key strategies under the principle of “authority” that can influence others to comply with the speaker’s desired actions: titles (such as degrees), clothing, and jewellery. These elements serve as symbols of honor and status. Cialdini's earlier research indicated that a speaker’s title, clothing, or other status symbols could significantly affect others' willingness to follow their commands or requests (Purlilaiceu, 2019). For example, a speaker with the title "doctor" is more likely to be respected and obeyed than one without it. Similarly, a police officer in uniform commands more authority than one who is not. Expensive clothing, jewelry, and luxury cars are further symbols that can denote a high social status, often prompting compliance from others by signalling the speaker’s position in society.

In this study, however, a gap emerged in the strategies motivational speakers use. Specifically, motivators often face challenges in maintaining continuous feedback from their audience. Additionally, the strategies analyzed were not exhaustive, partly due to data and source limitations. Other influential approaches, such as scarcity, liking, and commitment strategies, could also be beneficial within motivational discourse. Future studies could explore these additional strategies, developing motivational techniques tailored to various characteristics like expertise, studies, or skills. This research has potential applications in fields such as education, health, and psychology, given the persuasive impact of motivational discourse. It is suggested that motivators—including teachers, caregivers, leaders, volunteers, and parents—deliver compelling motivational messages to effectively engage their audiences (Sukarno et al., 2021).

CONCLUSION

Speakers frequently use principles such as commitment and consistency, social proof, and authority to influence their audience, each playing a vital role in encouraging the desired behavioral change. The commitment strategy is particularly valuable for highlighting shared goals in the pursuit of personal growth and improvement. Meanwhile, social proof and authority strategies leverage the power of social influence to build credibility and trust. In this context, the commitment strategy fosters a sense of shared purpose, while social proof and authority provide persuasive strength, enhancing the effectiveness of the speaker’s message and its impact on seminar participants.

DECLARATIONS

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