

Rhetoric in Video Uploads by the Detective Doctor Account on TikTok and Its Implications for Indonesian Language Learning in Vocational Schools

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ABSTRACT

This research is motivated by social media such as TikTok in the dissemination of information owned by *Dokter Detektif* to reveal health cases using rhetorical techniques to improve students speaking skills. This study aims to describe the rhetorical techniques used in the video uploads of the *Dokter Detektif* account on TikTok social media and describe the implications of the research results for Indonesian language learning in vocational schools. This study uses a qualitative descriptive method. The data collection technique uses the listening method with the technique of free listening and speaking, note-taking, and documentation. The results show that in the video uploads of the *Dokter Detektif* account on TikTok social media, 54 rhetorical utterances consisting of ethos, pathos, and logos. Of the three logos appears most dominant, followed by pathos, and then ethos. The dominant of logos that the information conveyed in the video relies more on logic and facts to convince the audience. The results of the study have implications for Indonesian language learning in SMK Phase E on the Negotiation text material which can train speaking skills.

Keywords: Rhetoric, Social Media, Learning Implications

INTRODUCTION

In today's developments, technology and information in social media are closely related, namely changing the way of communicating regarding the dissemination of information among the public. According to Tisa, (2023) Social media is a tool for conveying and storing information for users' purposes. According to Bohang (2018) in Dewanta, (2020) shows that with 45.8 million downloads during the first quarter (Q1) of 2018, TikTok was able to surpass the application. According to Hermaji, (2016) language is an arbitrary, conventional, dynamic, and productive system of symbols or sounds that can be used as a tool for communication in social interactions. According to Keraf, (2004) in Aini, (2019) language is a means of communication between members of a society, consisting of sound symbols produced by the human vocal tract.

According to the Ministry of Education and Culture, (2023) in Farikh & Arief, (2023) language or rhetoric in education is very important in combining speaking through storytelling, students can actively participate in the learning process while gaining deeper insight into the goals to be achieved. The theory used in this research uses Aristotle's theory to analyze the rhetoric in

Doctor Detective account video uploads and its implications for Indonesian language learning in vocational schools.

According to Aristoteles, (2018) the persuasive quality of rhetoric depends on three techniques, namely credibility (ethos), emotion (pathos), and logic (logos). Currently the Indonesian Education Curriculum has changed to the Independent Curriculum. The implementation of the Independent Curriculum aims to improve students' abilities and skills. Research on rhetoric and its implications for learning is still very rare, and no specific research has been found examining rhetoric in video uploads by the Dokter Detektif account on TikTok and its implications for Indonesian language learning in vocational schools. In this case there is an interesting phenomenon that often appears, namely in video uploads from *Dokter Detektif*, he reveals medical cases. The existence uploads on the *Dokter Detektif* account raises questions about how the rhetorical techniques used in the videos can influence the communication methods of students at the vocational high school level.

Found in previous research in the journal *Analysis of Aristotle's Rhetoric in Scientific Studies of Social Media in Persuading the Public* by Dhia et al., (2024) which emphasizes more on social media without emphasizing social media platforms and there are no implications for learning. Also found in journals *The Rhetoric of Twitter in Terms of the Aristotelian Appeals (Logos, Ethos, and Pathos) in ESL/EFL Educational Settings* by Saaty, (2020) research results showed that by applying ethos, pathos, and logos, students' understanding in the classroom can be developed. However, the use of Twitter media must take into account students' backgrounds, such as age and gender. This research focuses on learning to write. This is the reason the author conducted this research into rhetorical research on TikTok and its implications for Indonesian language learning in vocational schools.

This research is novel because there are not many studies that specifically analyze rhetorical techniques in TikTok videos, especially on the *Dokter Detektif* account, and directly relate them to the implications for Indonesian language learning at the vocational high school level. The main objective of this rhetorical analysis in TikTok videos is to identify effective, engaging, and persuasive speaking techniques, which can then be utilized to develop vocational high school students' speaking skills, to be more communicative, critical, and relevant to the social media context they are familiar with in their daily lives.

METHODS

This research uses a qualitative approach. According to Sugiyono, (2020) qualitative research is research grounded in post-positivism philosophy on an object being scientifically studied (experiment as its opposite), where the author acts as the key instruments. Data were obtained through a listening method with advanced techniques of free listening and conversational participation, note-taking techniques, and documentation in the form of screenshots. Data analysis used a pragmatic matching method with the Determining Elements Selection (PUP) technique. The data collection technique was carried out using the listening method by listening to video uploads from the *Dokter Detektif* account, taking notes from what had been heard, and documentation. After the listening method is carried out, again using the follow-up technique, using free listening and conversational engagement, was conducted by listening to the speech in the video uploads on the *Dokter Detektif* account. The note-taking technique was carried out

by recording the speech in the video uploads on the *Dokter Detektif* account. After the data had been listened to and recorded, it was supported by documentation or screenshots to strengthen the results of the data analysis. According to Sudaryanto, (2015) analysis begins when relevant data collection is completed until a rule related to the problem is found, during which time the analysis remains feasible and necessary.

This research data analysis technique uses the pragmatic matching method with the determining tool being the interlocutor. In the utterance "In front of the doctor, there is a product from Skintomolo***. As usual, the doctor is impartial. All products are lab-tested," the speaker positions himself as a neutral figure, thus gaining credibility in conveying the laboratory test results. Using a pragmatic equivalence approach, the implied meaning can be interpreted as a rhetorical strategy using ethos. Identify the technique of Sorting Determining Elements (PUP), we sort out the elements in the utterance. For example, "The Doctor is impartial," demonstrating objectivity and impartiality, is called the ethos technique.

The mechanism for data validity and research credibility was carried out by using source triangulation techniques, namely by analyzing more than one video upload from the Doctor Detective account. Researchers also used technical triangulation by observing video transcripts and capturing screenshots of the results using the logos technique. According to Mahsun (2005:116) in Azwardi, (2018) informal research presentation methods use words, not symbols. Therefore, the results of this study are presented using an informal method that facilitates understanding and analysis of the research results.

RESULTS

Based on the data found in this study, it was found that *Dokter Detektif* used Aristotelian rhetorical techniques. The rhetorical techniques in *Dokter Detektif* video uploads on TikTok social media resulted in 54 rhetorical techniques, including 16 ethos techniques, 17 pathos techniques, and 21 logos techniques. The following table presents percentages and detailed findings based on Aristotle's rhetorical techniques.

Table 1. Data Classification and Percentage of Research Data on Rhetorical Techniques in Video Uploads by the *Dokter Detektif* Account on TikTok.

NO	Rhetorical Techniques	Amount	Percentage
1	Ethos	16	30%
2	Pathos	17	31%
3	Logos	21	38%
Total		54	100%

Ethos Rhetorical Techniques

The ethos technique in rhetoric can work well if the speaker demonstrates personal character to the listener, so that the listener can assume the speaker's credibility. The defining characteristic of using this technique is the speaker's involvement, who is able to demonstrate

their credibility to the listener. Credibility can be demonstrated by demonstrating the speaker's character or identity.

Data (1)

Context: The Detective Doctor stated that he would review all beauty products regardless of their nature.

Speech: "...di depan doktif ada produk dari Skintomolo***. Seperti biasa doktif ga pandang bulu. *Semua produk pasti doktif lakukan uji lab...*"

This speech utilizes the ethos technique. The speech explains that *Dokter Detektif* will review all beauty products based on laboratory test results. This is also demonstrated by the speaker's constant presence of the product to be reviewed so that the audience can see it firsthand. This demonstrates Doctor Detective's professionalism in reviewing skincare products and his credibility, earning the audience's trust.

Data (2)

Context: The Detective Doctor conveys the listener's response that they are protected by the Consumer Protection Act.

Speech: "...kenapa doktif masih ngreview produk mulu. Doktif dilindungi sebagai konsumen. Undang-Undang perlindungan konsumen masih berlaku..."

The doctor is protected as a consumer. The consumer protection law still applies..." This utterance uses ethos, conveying that the speaker is protected as a consumer by being able to review beauty products and demonstrate accurate laboratory test results, which aims to ensure the listener's choice or use of beauty products. This demonstrates the speaker's confidence, which he demonstrates to the listener because he is familiar with the Consumer Protection Act, and he demonstrates good credibility.

Data (3)

Context: Doctor Detective begins the video with his trademark doctor-like tone.

Speech: "Hai gais kletemu lagi dengan *doktif* "*Dokter Detektif*". Udah pada panik nih owner *skincare*. Kalau ga ada masalah, kalau emang sesuai pasti santai "

This utterance includes the ethos technique. The first sentence uses the word "Doctor Detective" to demonstrate that he is a doctor who can review product ingredients and prove them with laboratory tests. This is also evident in the next sentence, where the speaker reviews the beauty product's ingredients using laboratory test results to determine whether the product matches the contents stated on the packaging. Therefore, if the product owner is not cheating, they will not be afraid or anxious when their product is reviewed by anyone.

Based on the analysis, the ethos rhetorical technique was the least common, with 16 of the 54 utterances, or around 30%, because the speaker did not focus on credibility.

Pathos Rhetorical Techniques

The pathos technique in rhetoric states that a speaker's speaking ability will resonate with the listener when the content of the speaker's speech is able to stir the listener's emotions. The

speaker must be able to create a mood in the listener that aligns with the speaker's intended purpose so that the listener believes in what the speaker conveys.

Data (1)

Context: The Detective Doctor states that the products reviewed can be used as options for facial skin care.

Speech: "...jadi dua produk ini *bisa dijadikan pilihan untuk perawatan sehari-hari*. Jadi produk ini doktif approved..."

This utterance includes a pathos technique, where the speaker explains to the listener at the beginning of the sentence that, after laboratory testing, the products are safe for use on facial skin. This is also supported by the speaker's statement that the products have received support or approval from a doctor, using the word "approved." This means that if the listener wants to use the product, it is not dangerous because it is in accordance with the laboratory test results, which can provide and create a happy atmosphere in the listener's heart.

Data (2)

Context: The Detective Doctor states that the quality of the skincare product has been proven through laboratory testing.

Speech: "*Jadi terbukti* kalau untuk produk yang murah sesuai tuh klaimnya. Doktif berharap video ini bermanfaat buat kalian, memberikan edukasi dan hasil lab sebenarnya"

This speech uses pathos, stating that after laboratory testing, the results showed that the skincare product matched its ingredients. written on the product. This can create a positive atmosphere, so listeners aren't afraid to use the product. This way, listeners will feel happy and grateful for the video, created by a speaker who bravely investigates cases in the world of beauty products, helping them learn more and avoid mistakes when using beauty products.

Data (3)

Context: The detective doctor expresses suspicion that the skincare product being reviewed is counterfeit.

Speech: "...gais ini produk yang dijual di Jawa Timur. Brand dari Can Beau*** namanya Mba Nul. Doktif uji karena penasaran, *jangan-jangan dia jual skincare abal-abal...*"

This utterance includes the pathos technique, which involves conducting a laboratory test because the speaker is curious about the product being sold in East Java. The speaker suspects that the product is counterfeit, which could cause anxiety if the listener uses it. This also indicates that the listener's curiosity about the product is heightened, as to whether it is truly counterfeit. This is called the pathos technique, and the speaker is able to improve the listener's mood.

Based on the analysis, the pathos rhetorical technique numbered 17 out of 54 data points, or approximately 31%. The pathos technique showed a higher rate than the ethos technique. This technique is very important to use in rhetoric to engage the listener increasingly curious about the product to be reviewed.

Logos Rhetorical Technique

The logos technique in rhetoric can be achieved by proving the truth of the content of the speech, in other words, it's not a hoax. The speaker must be able to justify what he or she conveys to the listener. If the speaker cannot prove the truth, the rhetoric will weaken, and it will be difficult for the listener to believe him or her.

Data (1)

Context: The Detective Doctor stated that he would review all beauty products regardless of their content.

Speech: "Kita lihat ya apakah mengandung obat keras atau tidka? *Hasil lab menunjukkan retinoate di angka 0,04% dan HQ di angka 4,2%. Yeay jadi meskipun sudah BPOM ternyata ada obat kerasnya*"

This utterance uses a logos technique by reading and showing the listener the results of the product's laboratory tests in the form of a screenshot. This was also conveyed by the speaker whether the product contains hard drugs or not and based on the results of laboratory tests that the product still contains hard drugs even though it has been BPOM (Food and Drug Monitoring Agency), this is said to be the speaker having evidence of the results of laboratory tests which are shown in the video in the form of screenshots so that listeners can see directly without thinking if the listener cannot prove what is said.

Data (2)

Context: The Detective Doctor reads the laboratory test results of the product being reviewed and displays them on the screen.

Speech: "doktif ngga cek teksturnya dan aromanya tetapi juga harus uji lab. *Hasil labnya kadar niacinamide di produk 10%. Hasil lab menunjukkan. Benar ya gais. Congratulation*"

This utterance uses a logos technique, reading the laboratory test results while simultaneously displaying them in a video in the form of screenshots to support the product's content, which is niacinamide, as stated on the product packaging. The speaker also conveys that he not only checked the texture and aroma but also conducted a lab test. The speaker also congratulates the owner of the beauty product for the results, which match the description on the product packaging.

Data (3)

Context: The Detective Doctor shows evidence from the laboratory test results shown in the video upload.

Speech: "Seperti biasa doktif harus menunjukkan hasil dari uji labnya apakah sesuai dengan klaimnya. *Hasil niacinamide body lotion menunjukkan angka 5,06% yeay congratulation brand White***. Serumnya niacinamide di angka 2,17% congratulation Willy*"

This utterance uses a logos technique, which involves reading the test results. The laboratory results for niacinamide were 5.06% and 2.17%, indicating the product conforms to the contents stated on the packaging. The speaker also displayed the laboratory test results in screenshots so the listener could see them. The speaker congratulated the product owner, stating

that the product conforms to the stated contents and is safe to use, and that the product has been approved for use by the speaker.

Based on the analysis, logos was the most dominant rhetorical technique, accounting for 21 of the 54 utterances, or approximately 38%, because the speaker predominantly showed laboratory test results for the products being reviewed.

Implications of Rhetoric for Indonesian Language Learning in Vocational High Schools

Learning Indonesian language involves learning Indonesian language theories and how to use them effectively. Learning Indonesian as an educational activity is carried out consciously to optimize students' language skills and teach them both theory and how to use Indonesian. In this study, the author used Phase E Learning Outcome with the topic "Becoming a Skilled Negotiator in Negotiation Texts." Rhetoric can be implemented in Indonesian language learning in the Independent Curriculum for Grade X Vocational High School (SMK) students in negotiation texts, with material covering definitions, linguistic elements, and how to present negotiation texts improve students' speaking skills.

CONCLUSION

Based on the research results, it can be concluded that the rhetorical techniques used in the video uploads of the *Dokter Detektif* account amounted to 54 data. These data include 16 ethos rhetorical techniques, 17 pathos rhetorical techniques, and 21 logos rhetorical techniques. The most rhetorical techniques were in the logos technique, with 21 data because the speaker mostly showed laboratory test results, while the fewest rhetorical techniques were in the ethos technique, with 16 data because the speaker did not focus on credibility. This answers the research question, namely, how the rhetorical techniques used in the video uploads of the *Dokter Detektif* account, including ethos, pathos, and logos, are used. The use of these techniques demonstrates that the video uploads not only convey information but also build trust and emotional engagement among viewers.

The ethos technique is used to establish credibility as an expert and trustworthy figure, thereby creating initial trust with the audience. Pathos plays a role in building emotional connections with the audience, such as empathy, concern, or disappointment regarding health issues. Logos also uses a logical or concrete approach, proven by laboratory test results, to strengthen arguments.

Reflecting on these three techniques shows that effective communication requires trust, emotion, and logic. These three cannot stand alone; instead, they form a persuasive message that can be applied to Indonesian language learning in vocational schools, particularly in Negotiation texts.

The implications of the research results for Indonesian language learning in vocational schools can be applied to the Negotiation text material for Indonesian language learning in vocational school grade X in the Independent Curriculum phase E with the main topic of Learning to Become a Great Negotiator. The application of rhetorical techniques is very important for teacher and students to practice speaking skills in oral form. The practical implications of the research results are as follows :

- For Teacher

This research teaches the use of rhetorical techniques in a structured manner by guiding students to recognize and apply the three rhetorical techniques in composing negotiation texts.

- For Students:

This research can train students' speaking and presentation skills in persuasive negotiation texts by combining these three rhetorical techniques. It can also build emotional connections and demonstrate a convincing demeanor when practicing negotiation texts.

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