



Analysis of Bilal Faranov's Communication Style in Motivational Content on the Instagram Account @suaraberkelas

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Abstract: *The use of Instagram as a medium for disseminating motivational content continues to grow, yet message effectiveness largely depends on the communicator's communication style. This study aims to analyze Bilal Faranov's communication style in motivational content on the Instagram account @suaraberkelas based on Robert W. Norton's Communication Style Theory. The study employed a descriptive qualitative approach with a constructivist paradigm. Data were collected through observation, documentation, literature review, and interviews with three informants as triangulation, then analyzed through data reduction, data presentation, interpretation based on Norton's theory, and conclusion drawing. The results show that eight communication style characteristics—impression leaving, open, dramatic, precise, relaxed, friendly, attentive, and animated expressive—appeared consistently across all three analyzed content pieces, while the dominant characteristic was only clearly visible in monologue content. Overall, Bilal Faranov's communication style is persuasive, friendly, clear, and audience-oriented, thereby strengthening engagement and acceptance of motivational messages on Instagram. This study offers practical implications for content creators to adopt communication styles that build emotional closeness and facilitate audience understanding.*

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Introduction

The development of information and communication technology has transformed the way people interact and obtain information through social media, including Instagram. This platform has become the primary medium for disseminating information, entertainment, and education, characterized by visual, fast, and interactive communication. In this context, communication style is a crucial aspect in understanding digital communication (Tety Adyawanti, 2021). According to the Indonesia Digital Reportal 2025 Data Report, approximately 180 million Indonesians use social media with an average usage time of 21 hours and 50 minutes per week, indicating high digital content consumption.

The dominance of video content on TikTok, Instagram, and YouTube demonstrates a shift in audience preference for short, engaging content. Through the Instagram Reels feature, the success of a message is influenced by the use of language, tone, visuals, and editing techniques that capture attention and build audience engagement (Kaye, 2021). Therefore, communication style is a crucial factor in the effectiveness of message delivery on social media.

Motivational and self-improvement content is one type of content that is growing on social media. Its success is determined not only by the content of the message, but also by the delivery method. Emotional, simple, and relatable messages are more easily accepted by audiences than formal and rigid ones (Mentari Putri et al., 2022).

One account actively presenting motivational content is @suaraberkelas, managed by Bilal Faranov. This account has around 600,000 followers, an engagement rate of 4.16%, and an average of 266.3,000 views and 24.7,000 likes per Reels upload. This high engagement rate indicates that Bilal Faranov's communication style is interesting to study in conveying motivational messages to his audience.

Previous research has discussed the content style of Instagram Reels and the influence of video editing on audience responses (Sando & Valentina, 2023). However, research specifically analyzing Bilal Faranov's communication style on the Instagram account @suaraberkelas is still limited. Therefore, this study aims to analyze Bilal Faranov's communication style in the motivational content on the account. This research is important for enriching digital communication studies, while its novelty lies in the analysis' focus on Bilal Faranov's communication style as the primary communicator in motivational content on Instagram Reels.

Research Methods

This study uses a qualitative research type with a descriptive method and a constructivist paradigm to analyze Bilal Faranov's communication style in motivational content on the Instagram account @suaraberkelas. This approach is used to understand the meaning contained in verbal and nonverbal elements based on Robert W. Norton's Communication Style Theory which includes impression leaving, argumentative, open, dramatic, dominant, precise, relaxed, friendly, attentive, and animated expressive (Kevinia et al., 2024; Kurniawan et al., 2022).

The research instrument was the researcher, supported by observation, documentation, and literature review. Data were analyzed through data reduction, data presentation, analysis based on Robert W. Norton's Communication Style Theory, data triangulation, and drawing conclusions to obtain valid findings.

The study population was all motivational content on the Instagram Reels account @suaraberkelas, while the sample was purposively selected based on the research focus, namely content featuring Bilal Faranov as the primary communicator. Triangulation was conducted through

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interviews with three informants who met the criteria as active followers and viewers of the @suaraberkelas account and had watched the Suara Berkelas podcast on YouTube.

The research procedure includes proposal development and theoretical review, data collection through observation, documentation, and literature review, and data analysis using Robert W. Norton's Communication Style Theory. The final stage involves triangulation and drawing conclusions to address the research problem formulation.

Results and Discussion

Content Analysis of Video 1 "The Will to Learn is Expensive"



Image 1 Video Content Image 1 "The Will to Learn is Expensive"

The textual and visual analysis of the first video content, "The Will to Learn Is Expensive," shows a tendency toward a particular communication style adopted by Bilal Faranov. Robert W. Norton identified most of the characteristics of this communication style through Bilal's delivery of motivational messages and the format of his interactions with the resource person.

Table 1 Results of Content Analysis of "The Will to Learn is Expensive"

No	Norton Characteristics	Findings
1.	Impression Leaving	Very Visible
2.	Argumentative	Seen
3.	Open	Very Visible
4.	Dramatic	Seen
5.	Dominant	Not visible
6.	Precise	Very Visible
7.	Relaxed	Very Visible
8.	Friendly	Very Visible
9.	Attentive	Very Visible
10.	Animated Expressive	Seen

1. Impression Leaving (Impression Left)

The characteristic of leaving an impression is evident in Bilal's experience of audience

members taking notes on several pages of discussion material. This demonstrates that the message conveyed left a strong, useful, and memorable impression on the audience.

2. Argumentative (Likes to argue)

Argumentative characteristics were evident when Bilal explained that a willingness to learn is an added value in both recruitment and collaboration processes. This opinion was supported by logical reasoning, although it was delivered in a discussion setting, not a debate.

3. Open (Openness)

The open characteristic is seen from Bilal's openness in sharing his experiences and feelings regarding the responses of the audience who recorded and shared the contents of the discussion on social media.

4. Dramatic

Dramatic characteristics are shown through the use of storytelling, illustrations, and intonation that invite the audience to imagine certain situations so that the message delivery becomes more lively and interesting.

5. Dominant

The dominant characteristics are not strongly visible because Bilal does not dominate the conversation, but rather gives Erika Karlina space to express her views so that the discussion is balanced.

6. Precise (Accuracy)

The precise characteristic is evident in the clear, structured, and easy-to-understand delivery of messages. This finding is supported by Informants 1 and 3, who assessed Bilal's ability to explain complex topics in simple language.

7. Relaxed

His relaxed character is evident through his casual and natural speaking style, creating a comfortable communication atmosphere. This assessment was reinforced by Informants 1 and 3, who stated that Bilal's delivery was calm and comfortable to listen to.

8. Friendly

Friendly characteristics are seen from the use of familiar and communicative language and an attitude of respect for the audience, so as to be able to build emotional closeness with the audience.

9. Attentive

Bilal's attentiveness is evident in his attention to the audience's responses and needs. This finding was reinforced by Informants 1 and 2, who assessed Bilal as a good listener and capable of extracting information from sources.

10. Animated Expressive (Expressive and Vibrant)

The characteristics of animated expressive are seen through enthusiastic, energetic delivery, supported by verbal expressions that show emotional involvement in conveying the message.

Content Analysis of Video 2 "The Concept of Fortune"



Image 2 Image of Video Content 2 "The Concept of Fortune"

The video, titled "The Concept of Fortune," was chosen as the second object of analysis because it discusses fortune, business, and spirituality in an interactive format with a religious leader, Ustadz. In this content, Bilal Faranov positions himself as a communication bridge, directing the flow of the conversation to be relevant to the needs of the social media audience.

Table 2 Results of the Analysis of the Video "The Concept of Fortune"

No	Norton Characteristics	Findings
1.	Impression Leaving	Very Visible
2.	Argumentative	Seen
3.	Open	Seen
4.	Dramatic	Very Visible
5.	Dominant	Not visible
6.	Precise	Seen
7.	Relaxed	Seen
8.	Friendly	Very Visible
9.	Attentive	Very Visible
10.	Animated Expressive	Seen

1. Impression Leaving (Impression Left)

The characteristic of leaving an impression is evident in the use of the analogy of birds leaving hungry and returning full to illustrate the concept of sustenance. This analogy is easy to understand, leaving a strong and reflective impression on the audience.

2. Argumentative (Likes to argue)

Argumentative characteristics are evident when Bilal compares human trust in pilots to doubt in God's will. This comparison is used to strengthen the argument and direct the audience's thinking.

3. Open (Openness)

The open characteristic is seen from Bilal's openness in raising people's concerns about sustenance and opening up a discussion space by asking for the views of the resource person.

4. Dramatic

Dramatic characteristics become one of the most dominant through the use of analogies, metaphors, and reflective questions that build an emotional atmosphere and strengthen the delivery of the message.

5. Dominant

The dominant characteristics were not strongly visible because Bilal played a more facilitator role, directing the discussion and giving the resource person the opportunity to explain the material.

6. Precise (Accuracy)

The precise characteristics are evident from questions that are clear, focused, and straight to the point of the discussion, making it easier for the audience to understand the message being conveyed.

7. Relaxed

Relaxed characteristics are seen through the use of simple everyday language and a relaxed speaking style so that communication feels comfortable to follow.

8. Friendly

Friendly characteristics are evident in the use of familiar and personal language, which builds rapport with the audience. This finding was reinforced by Informants 2 and 3, who assessed that Bilal used everyday language and created a comfortable discussion atmosphere.

9. Attentive

The attentive characteristic was one of the most dominant, as Bilal raised questions that reflected the audience's concerns about their livelihood and future. This finding was reinforced by Informant 2, who stated that Bilal's discussion was able to answer questions the audience had been experiencing.

10. Animated Expressive (Expressive and Vibrant)

The characteristics of animated expressiveness are seen from the enthusiastic delivery, the use of interesting analogies, and the intonation and interaction that make the discussion feel alive.

Content Analysis of Video 3 "The Price You Have to Pay to Grow"



Figure 3 "The Price You Have to Pay to Grow"

The third video, titled "The Price You Have to Pay to Grow," presents a different communication landscape than the previous two research subjects. In this video, Bilal Faranov acts as a solitary speaker without any accompanying sources. This structural condition directly

Table 3 Analysis of the Results of the Content "The Price You Have to Pay to Grow"

No	Norton Characteristics	Findings
1.	Impression Leaving	Very Visible
2.	Argumentative	Seen
3.	Open	Very Visible
4.	Dramatic	Very Visible
5.	Dominant	Seen
6.	Precise	Very Visible
7.	Relaxed	Very Visible
8.	Friendly	Very Visible
9.	Attentive	Seen
10.	Animated Expressive	Very Visible

1. **Impression Leaving (Impression Left)**

The impression-leaving characteristic is strongly evident through the message that loneliness is the price one must pay for growth. This finding was reinforced by Informant 1, who reported experiencing a change in perspective after watching @suaraberkelas content.

2. **Argumentative (Likes to argue)**

Argumentative characteristics are seen when Bilal explains logically the reasons why someone feels lonely when developing, namely because they no longer fit in with the old environment but have not been accepted in the new environment.

3. **Open (Openness)**

The open characteristic is seen from Bilal's openness in discussing experiences, loneliness, differences in ambition, and life struggles that are close to the experiences of many people.

4. **Dramatic**

Dramatic characteristics are seen through emotional narratives that describe a person's conflict between the old and new environments so that the message feels more touching.

5. **Dominant**

The dominant characteristics begin to appear because Bilal becomes the main communicator who controls the flow of message delivery in monologue format.

6. **Precise (Accuracy)**

The precise characteristic is seen from the delivery that is coherent, clear, and easy to understand so that the audience can follow the flow of the message without difficulty.

7. **Relaxed**

The relaxed characteristic is seen through the use of simple, everyday language so that the delivery feels relaxed, natural, and close to the audience's life.

8. **Friendly**

Friendly characteristics are seen from the use of the pronoun "you" which builds emotional closeness and conveys warm motivation without being patronizing.

9. Attentive

The attentive characteristic is seen in Bilal's ability to raise the issue of loneliness that many audiences experience and provide a positive perspective on the development process.

10. Animated Expressive (Expressive and Vibrant)

The characteristics of animated expressive are apparent through energetic delivery, supported by variations in intonation, strong word choice, and illustrations that make the message more vivid.

Dominant Findings

Table 4 Results of Findings of Dominant Content

No	Characteristics of	Content 1	Content 2	Content 3	Frequency
Communication Style					
1.	Impression Leaving	✓	✓	✓	3
2.	Argumentative	✓	✓	✓	3
3.	Open	✓	✓	✓	3
4.	Dramatic	✓	✓	✓	3
5.	Dominant	-	-	✓	1
6.	Precise	✓	✓	✓	3
7.	Relaxed	✓	✓	✓	3
8.	Friendly	✓	✓	✓	3
9.	Attentive	✓	✓	✓	3
10.	Animated Expressive	✓	✓	✓	3

Based on the table, the impression characteristics—leaving, open, dramatic, precise, relaxed, friendly, attentive, and animated expressive—are the most dominant characteristics because they appear consistently in the three analyzed content pieces. This finding is reinforced by interviews with followers of the @suaraberkelas account. Informant 1 stated that

"Even though the conversation is difficult, Bilal can simplify his sentences with relatable examples." This is also reinforced by Informant 3 who stated that "the choice of words used is pleasant, the discussion is difficult but easy to understand with everyday language." This statement shows the precise characteristics in Bilal Faranov's message delivery.

His friendly and relaxed characteristics were also reinforced through the interview results. Informant 1 assessed that "Bilal can communicate well because he is a good listener and does not give too many excessive responses." Meanwhile, Informant 3 stated that "his way of delivering is simple, relaxed, but still carries a fairly heavy message." This quote shows that Bilal builds comfortable, relaxed, and close communication with the audience.

The findings regarding attentive characteristics are seen from Bilal's ability to understand the audience's information needs. Informant 2 revealed that "Bilal can listen intensely and look for gaps

Analysis of Bilal Faranov's Communication Style in Motivational Content on the Instagram Account @suaraberkelas (Nazwa Sri Mutia, Mareta Puri Rahastine, Anggie Ayu Astria Latuperissa), Page 245 in questions that are truly important to ask the resource person." In addition, Informant 1 also stated that "Bilal provides supporting examples so that they are easy for the audience to understand." This shows that Bilal does not only act as a host, but also pays attention to the needs and concerns of the audience.

Discussion

The results of the study show that Bilal Faranov's communication style in motivational content on the Instagram account @suaraberkelas is dominated by the characteristics of impression leaving, open, dramatic, precise, relaxed, friendly, attentive, and animated expressive as explained in Robert W. Norton's Communication Style Theory. These characteristics are seen through Bilal's way of conveying motivational messages using simple, easy-to-understand language that is close to the audience's life experiences.

The characteristic of leaving an impression is evident in Bilal's ability to convey messages that are memorable and memorable to the audience. Through the use of analogies, inspirational narratives, and reflective messages, Bilal is able to create a strong impression in each of his content. Furthermore, the characteristic of openness is also evident through Bilal's openness in discussing various life phenomena, such as the learning process, fortune, and the struggles of development, so that the audience feels closer to the message conveyed.

Friendly, attentive, and relaxed characteristics are the most prominent features of Bilal Faranov's communication style. His use of relaxed, conversational language and non-patronizing delivery make the content feel more familiar and accessible to the audience. Furthermore, Bilal also demonstrates an interest in the audience's experiences, concerns, and needs by addressing themes relevant to everyday life. This demonstrates that his communication is not solely focused on conveying information but also on building an emotional connection with the audience.

The findings of this study align with Robert W. Norton's Communication Style Theory, which explains that communication style is a person's distinctive way of delivering a message that can influence the audience's acceptance of the message. Based on the research results, Bilal Faranov predominantly uses a persuasive, open, friendly, and attentive communication style rather than a dominant communication style. Therefore, it can be concluded that the success of the motivational content on the @suaraberkelas account is not only determined by the content of the message delivered, but also by how Bilal Faranov packages and delivers the message to the audience.

Conclusion and Recommendation

The results of the study show that Bilal Faranov's communication style in motivational content on the Instagram account @suaraberkelas is dominated by the characteristics of impression leaving, open, dramatic, precise, relaxed, friendly, attentive, and animated expressive as stated in Robert W. Norton's Communication Style Theory. These characteristics appear consistent in the three contents analyzed through the use of simple language, communicative delivery, reflective narrative, and attention to the needs and experiences of the audience. Meanwhile, the dominant characteristics only appear clearly in the monologue content, while in the dialogue content Bilal plays a more role as a discussion facilitator. These findings indicate that the effectiveness of delivering motivational messages is not only determined by the content of the message, but also by the communication style that is able to build emotional closeness, facilitate understanding, and create a strong impression on the audience.

This study still has limitations because it only analyzed three Instagram Reels content on one social media account with a limited number of informants, so the results of the study cannot describe the full variety of Bilal Faranov's communication style. Therefore, further

research is recommended to analyze more content, compare communication styles with other motivational creators, or use more diverse approaches and data sources to obtain a more comprehensive understanding. Practically, the results of this study can serve as a reference for content creators, digital communication practitioners, and academics in designing strategies for delivering motivational messages more effectively by utilizing a clear, friendly, persuasive, and audience-oriented communication style.

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