The Role of Persuasive Communication in TikTok Content by @taniaanglt to Encourage Generation Z Productivity

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ABSTRACT

This study aims to analyze the persuasive communication strategies used in TikTok content created by @taniaanglt and to understand how Generation Z audiences process such messages through the central and peripheral routes of the Elaboration Likelihood Model (ELM). Employing a descriptive qualitative design, this research integrates content observation, comment documentation, and in-depth interviews with five informants aged 18–24 years. Data were collected from five selected TikTok videos, public audience comments, and semi-structured interviews, then analyzed using thematic analysis. Findings reveal that visual aesthetics such as pastel color tones, soft lighting, calming music, and slow-paced editing serve as emotional triggers that activate the peripheral route. Once initial emotional engagement is established, reflective narrative statements encourage deeper cognitive elaboration, leading audiences into the central route. The creator's authenticity further strengthens message credibility and enhances persuasive effectiveness. The study also demonstrates that the interplay between emotional and cognitive pathways fosters productive behavioral changes among Generation Z audiences, including organizing study spaces, adopting realistic daily routines, and embracing balanced productivity practices. Overall, this research confirms that persuasion on short-video platforms works through a synergistic combination of affective and rational processing. It contributes theoretically to expanding the application of ELM in digital media contexts and offers prospects for future studies on persuasive patterns within Generation Z's online culture.

1. Introduction

The rapid advancement of digital technology has transformed the ways individuals communicate, interact, and construct their personal identities. Social media has become a central arena for social, cultural, and educational activities while simultaneously functioning as a medium for information exchange and behavioral formation in modern society (Tika et al., 2023). Among the fastest-growing platforms, TikTok stands out due to its short-video format and algorithmic personalization capable of attracting millions of users, particularly Generation Z (Rosana & Fauzi, 2024). As a visually driven platform, TikTok relies on sound, filters, effects, and editing styles to

capture and maintain user attention (Duart & Trepule, 2022). For this digital-native cohort, TikTok serves as a space for self-expression, informal learning, and a source of inspiration that shapes their understanding of productivity and self-development.

In this context, social media is described as "an internet-based platform that allows users to present themselves, interact, collaborate, share, and build social relationships virtually" (Septiyani et al., 2024). This definition underscores that social media use involves active communication processes that shape users' perceptions and behaviors. Supporting this notion, Rejeb et al. (2024) notes through his bibliometric exploration that global research on TikTok has risen significantly, emphasizing the platform's influence on behavioral dynamics, algorithmic personalization, and the formation of digital culture (Hernández-Vergara, 2025; Peng et al., 2025). TikTok's recommendation system further intensifies this impact. As (Zhou, 2024) explains, its algorithm constructs highly personalized content feeds that continuously adapt to user preferences Monica, (2023), enabling creators to communicate values such as productivity, self-care, and lifestyle routines more effectively through visual persuasion.

Generation Z, born between 1997 and 2012, represents the demographic most immersed in digital culture. A systematic review titled "Generation Z – A New Lifeline" describes this cohort as digital natives who consume rapid, visual, and emotionally engaging information, making them particularly responsive to aesthetically and authentically presented persuasive messages (Perloff, 2020). Spending more than three hours daily on social media, they also demonstrate high levels of trust in digital creators compared to formal institutions (Chang, 2023). This makes them highly sensitive to persuasive communication delivered through visual aesthetics, personal narratives, and emotional closeness. While productivity content on TikTok can inspire positive habits, it may also induce performative pressures or toxic productivity when presented without balance.

Globally, research on persuasive communication has grown significantly. As seen in Fig. 2 and Fig. 3, a Scopus bibliometric analysis (2019–2024) identified 14,530 publications on this topic, indicating that persuasive communication continues to occupy a central position across disciplines, particularly those related to digital media, social behavior, and education. As seen in Fig. 1, a VOSviewer visualization divides the research landscape into four major clusters: communication ethics, health behavior, gender and culture, and individual psychology.
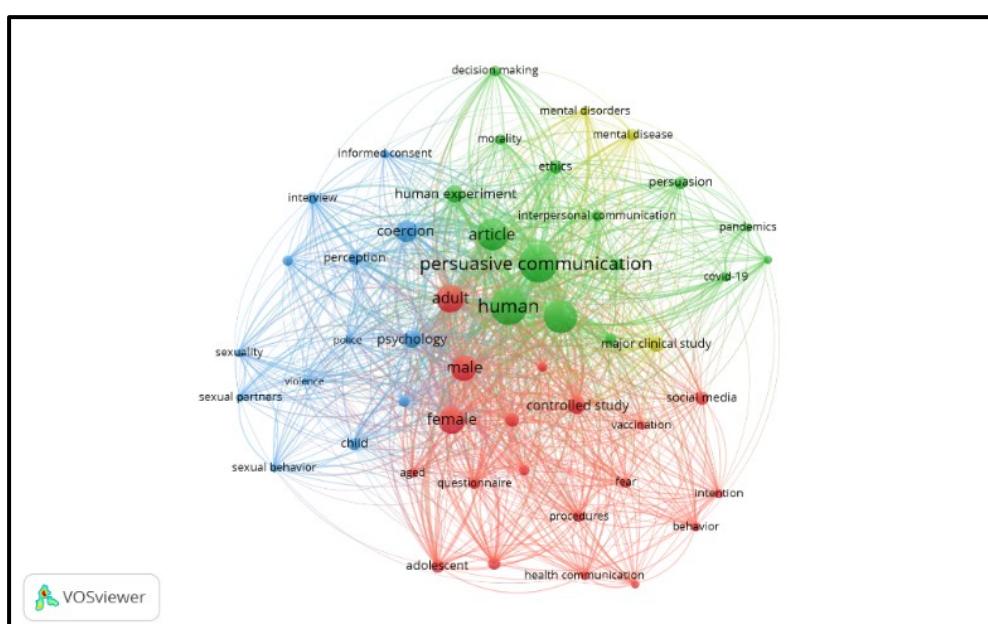
Fig. 1. Research Map of Persuasive Communication
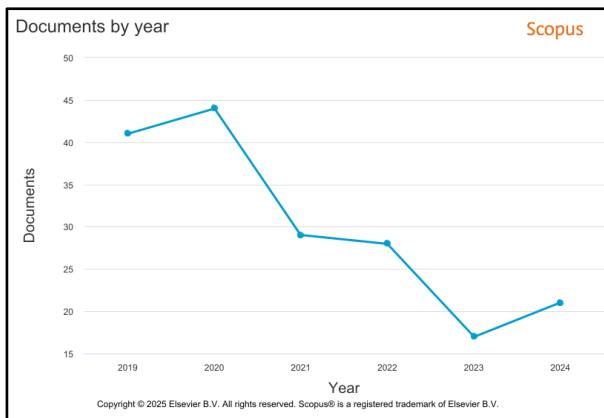
Fig. 2. Chart of Popularity
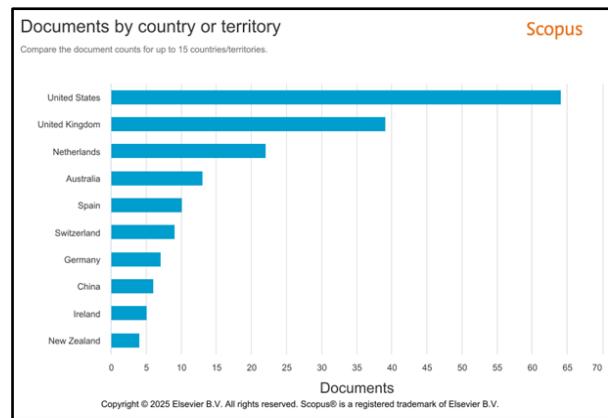
Fig. 3. Country or Territory

Recent studies also emphasize that social media is not only a source of information but also a powerful agent shaping perceptions and behaviors. Research on platforms such as WhatsApp and Instagram demonstrate that social media enhances engagement, digital literacy, and users' interpretations of social issues and productive activities. The rapid flow of digital information shapes how individuals evaluate and respond to messages, making digital literacy an important competency for reducing misinformation (Wenerda, 2022). Additional research supports the need for enhanced digital literacy to enable users to evaluate messages critically (Ditlhokwa et al., 2023). This is particularly relevant for Generation Z, who rely heavily on social media as a primary source of inspiration and behavioral guidance.

Within short-video platforms, TikTok significantly influences psychological states and behaviors through highly personalized algorithms that encourage social comparison and the formation of online social capital (Liu & Chen, 2023). This aligns with studies showing that influencers shape public perception through dramatic communication styles and strategic self-presentation (Jade & Tendean, 2022). Research on digital promotion further highlights the importance of visual strength, creator credibility, and message consistency in determining persuasive effectiveness (Perwita et al., 2025; Sultana, 2021). Consequently, persuasion in short-video formats operates not only through logical argumentation but also through subtle emotional and social mechanisms.

However, this mapping also reveals an important research gap: studies examining persuasive communication within digital cultural practices on TikTok remain limited, particularly concerning how productivity values are constructed among Generation Z in Indonesia. Previous research has highlighted the effectiveness of persuasive communication in contexts such as digital marketing (Mirawati, 2021), online learning (Suryaningsih, 2020), digital religious outreach (Lina Masruuroh, 2021), and social campaigns (Hajar & Anshori, 2021; Sukma Alam, 2020). Yet most of these works are situated within institutional contexts and do not capture the emotionally driven, aesthetically mediated, and participatory forms of persuasion characteristic of TikTok. There is therefore a pressing need to explore how aesthetic, narrative, and emotionally oriented persuasive strategies shape productive behaviors among young audiences.

In this regard, the TikTok account @taniaanglt offers a compelling example. Through soft visual tones, reflective narration, and realistic portrayals of everyday productive routines, Tania constructs a humanistic and non-coercive representation of productivity that resonates with her audience. This approach aligns with the Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo 1986, which posits that persuasion occurs through the central route (logical information processing) and the peripheral route (visual cues, credibility, and emotional appeal).

Tania's content activates both routes synergistically: calming visuals foster emotional engagement, while reflective messages stimulate cognitive elaboration that may lead to constructive behavioral changes.

Building on this background, the present study aims to analyze the role of persuasive communication in TikTok content produced by @taniaanglt in encouraging productivity among Generation Z. The analysis focuses on message construction, visual and emotional strategies, and the ways audiences process these messages through central and peripheral routes. This study is expected to contribute both empirically and theoretically to digital communication scholarship in Indonesia by offering new insights into ethical and educational persuasion practices on short-video platforms.

2. Theoretical Framework

Persuasive Communication in the Digital Era

Persuasive communication refers to the process of influencing individuals' attitudes, thoughts, and behaviors through strategically structured messages (Chen et al., 2024; Lapinski et al., 2024; Pellegrino, 2024). Traditionally, persuasion has been associated with interpersonal communication or formal campaigns that rely on logical arguments (logos), communicator credibility (ethos), and emotional appeal (pathos) (Wornyo, 2023). However, the development of digital media has significantly transformed persuasive processes. Today, persuasive messages are often delivered through short visual formats, engaging aesthetics, emotional cues, and rapid interactions that foster psychological closeness between communicators and audiences (Ferretti et al., 2022).

Previous studies confirm that persuasive communication plays a crucial role in shaping engagement and influencing behavior in digital environments. Mirawati (2021) found that e-commerce platforms utilize humanistic persuasive strategies to enhance consumer trust. Suryaningsih (2020) demonstrated that inspirational message strategies in online learning can strengthen students' motivation. Research by Lina Masruuroh (2021) and Hajar & Anshori (2021) reveals that authentic and emotionally driven narratives in digital religious outreach are more effective than purely argumentative approaches. Similarly Sukma Alam (2020) highlights the role of influencers as persuasive agents who shape public behavior through emotional proximity and personal credibility.

These findings indicate that contemporary digital persuasion cannot be separated from visual elements, aesthetics, and emotional connections. Platforms such as TikTok enable creators to deliver messages through soft narratives, gentle visuals, and relatable everyday routines. This produces a new form of persuasion that is subtle, non-verbal, and highly effective in shaping how audiences perceive productivity, daily life, and personal values (Christou et al., 2025; Liang et al., 2025; Prasetya et al., 2025).

In this study, the concept of persuasive communication is essential for understanding how productivity-themed content created by @taniaanglt leverages emotional closeness, authenticity, and aesthetic visuals to build strong audience engagement. This approach aligns with the characteristics of Generation Z, who tend to evaluate messages not only based on argument strength but also on their emotional resonance, authenticity, and perceived personal relevance.

Elaboration Likelihood Model (ELM)

This study employs the ELM as its primary theoretical foundation. Developed by Petty & Cacioppo (1986), ELM describes how individuals process persuasive messages through two routes: the central route and the peripheral route. The central route involves deep elaboration of message

content when audiences have the motivation and ability to think critically. In contrast, the peripheral route relies on simple cues such as visual aesthetics, communicator credibility, background music, or emotions evoked requiring minimal cognitive effort (Petty, Richard E, Cacioppo, 1988). In practice, both routes may operate simultaneously, especially in digital visual media where audio, visuals, and short narratives converge. TikTok's short-video format provides an ideal environment for activating the peripheral route through soft lighting, pastel colors, creator facial expressions, and calming music. Once emotional resonance is established, the relevance of the message may trigger deeper cognitive processing, activating the central route (Song & Alivi, 2025).

Contemporary research increasingly reinforces the relevance of ELM in digital visual communication contexts. Lam et al. (2022) found that visually driven messages strongly influence audiences through the peripheral route, while reflective textual messages stimulate central processing. For digital-native generations, content that integrates both elements tend to produce more stable and sustainable persuasive effects. In the context of @taniaanglt, the peripheral route appears through gentle narration, aesthetic visuals, and authenticity that evoke emotional comfort. Meanwhile, the central route is reflected in reflective messages about balanced living, time management, and realistic productivity. The synergy between these two routes creates non-coercive yet powerful persuasion, enabling meaningful changes in attitudes and productive behaviors among Generation Z audiences who seek relevant, empathetic, and personally resonant messages.

3. Method

This study employs a qualitative approach with a descriptive case study design to gain an in-depth understanding of how persuasive communication within TikTok content produced by @taniaanglt contributes to encouraging productivity among Generation Z (Princess Villamin, Violeta Lopez, Deependra Kaji Thapa, 2024). The use of a descriptive case study enables the researcher to examine the phenomenon in a real-life environment where TikTok content is naturally consumed and interpreted. This design also provides flexibility in exploring visual, emotional, and narrative elements within the videos, as well as the audience's subjective interpretations and behavioural tendencies influenced by the content. Through this methodological approach, the study aims to capture the complexity of persuasive communication practices on TikTok by integrating observations, documentation, and participant insights. The method ensures that the analysis remains grounded in actual audience experiences while maintaining depth, contextual relevance, and interpretive richness.

Research Setting, Object, and Participants

The research was conducted online on the TikTok platform, which serves as the primary medium where interactions between the creator and audiences take place. This digital environment was chosen because it naturally reflects how Generation Z consumes, interprets, and responds to short-form video content within their daily media practices.

The object of this study consists of five productivity-themed videos uploaded by @taniaanglt between May and October 2025. These videos were purposively selected as they consistently represent the creator's characteristic elements, including aesthetic visuals, soft delivery, reflective messaging, and realistic portrayals of daily productivity. Such features were considered essential for examining the persuasive strategies embedded within the content.

Participants in this study include five Generation Z informants aged 18–24 years, selected through purposive sampling. Selection criteria required participants to be active TikTok users, exposed to productivity-related content, familiar with @taniaanglt's videos, and willing to take part in an interview. The inclusion of these five informants followed advisor recommendations and aligned with the study's aim to capture audience experiences deeply, contextually, and meaningfully.

Data Collection Techniques

Non-participant observation was carried out by analyzing the five selected videos without engaging directly with the creator or the audience. This approach allowed the researcher to observe the content in its natural form as it appears to viewers, without influencing or altering the interaction dynamics typically present on the TikTok platform. The observation focused on essential visual elements such as color tones, framing, composition, editing rhythm, background music, and the creator's facial expressions. Each element was examined to understand how aesthetic components worked together to construct emotional meaning and guide audience perception. These details provided insight into subtle persuasive cues embedded within the videos.

In addition to visual components, the emotional atmosphere such as calmness, comfort, warmth, and intimacy was also carefully analyzed. These emotional cues were essential for identifying the persuasive communication strategies that function through both the peripheral and central routes of the Elaboration Likelihood Model. This stage of observation helped reveal how the content initially attracts attention and gradually encourages deeper cognitive engagement.

Digital documentation was conducted by collecting public comments, video descriptions, hashtags, and other interactive elements related to the analyzed videos. This step allowed the researcher to gather naturally occurring audience responses that reflected real-time engagement and interpretation of the content. The collected digital traces were instrumental in identifying patterns of audience reactions, including emotional expressions, perceived impressions, and motivations triggered by the content. Comments describing feelings of calmness, visual appreciation, or renewed motivation to organize personal routines served as clear indicators of how persuasive communication influenced viewers (Geurts et al., 2022).

Furthermore, the documentation process helped capture the relational dynamics between creator and audience, showing how public interactions contribute to meaning-making. By analyzing these interactions, the study gained deeper insight into how persuasion is reinforced socially through shared emotions and collective interpretations within the TikTok community. In-depth interviews were conducted online with the five informants using a semi-structured format. Interviews explored their subjective experiences, interpretations of the content, understanding of productivity messages, and perceived behavioral impact. Informants were encouraged to articulate how they internalized the messages and how the content influenced their daily motivation. All interviews were recorded with consent and transcribed for further analysis.

Data Analysis Technique

In-depth interviews were conducted online with the five selected informants using a semi-structured interview format (Sayed et al., 2023). This structure allowed the researcher to guide the conversation toward relevant topics while still giving participants the freedom to describe their experiences authentically. The online setting also ensured that the participants could engage comfortably from their natural environments, which contributed to richer and more reflective responses.

The interviews explored each informant's subjective interpretation of the content, their emotional reactions, and the ways they understood the productivity messages delivered through the videos. Participants were encouraged to explain how they internalized these messages, how the content aligned with their personal routines, and how it influenced their motivation or perceptions of productivity. Their narratives provided valuable insight into the cognitive and emotional processes that shaped their engagement with the videos.

All interviews were conducted with informed consent, recorded for accuracy, and subsequently transcribed in detail. The interview transcripts were essential in providing depth and nuance to the findings, complementing data gathered through observations and digital documentation. (Data were analyzed using thematic analysis following procedures (Naeem et al., 2024). This integration of methods strengthened the credibility and interpretive richness of the overall research.

Data Validity

Data validity was ensured through methodological and source triangulation, as recommended by (Vivek & Nanthagopan, 2023). Methodological triangulation was carried out by comparing findings obtained from three different techniques: non-participant observation, digital documentation, and in-depth interviews. This process allowed the researcher to verify whether patterns and themes emerging from one method were consistently supported by data from the others. By integrating multiple data collection strategies, the study minimized the risk of bias and strengthened the credibility of the analytical process, ensuring that interpretations were grounded in diverse forms of evidence.

Source triangulation involved comparing the perspectives of five informants with varied ages, experiences, and levels of familiarity with productivity content on TikTok. These differing viewpoints helped confirm the stability of emerging themes across participants. Ethical considerations were also upheld throughout the research process by maintaining participant confidentiality, obtaining informed consent, and ensuring the responsible use of publicly accessible digital data. Through these procedures, the study aims to generate findings that are credible, reliable, and comprehensive, reflecting the complexity of persuasive communication within digital environments. This section presents the findings of the study on how persuasive communication strategies in @taniaanglt's TikTok content are processed by Generation Z audiences through the central and peripheral routes of the ELM. The findings were derived from observations of five videos, documentation of public comments, and in-depth interviews with five informants aged 18–24 years.

4. Result and Discussion

Representation of Productivity Content

Observations indicate that the five analyzed videos demonstrate a consistent pattern of visual and narrative elements. The content features soft pastel tones, natural lighting, and stable camera compositions. Slow-paced editing creates a calming and warm impression, depicting simple daily activities such as organizing a room, journaling, preparing breakfast, or studying. These visuals are supported by gentle narration with reflective statements such as "take your time," "today, just focus on the process," and "productivity doesn't have to be perfect." The combination of aesthetic visuals and reflective messaging creates an intimate atmosphere, making audiences feel as if the creator personally addresses them. This emotional calmness serves as an initial trigger for activating the peripheral route before audiences process the deeper meaning of the message through central-route elaboration.

Audience Responses in Public Comments: Emotion and Reflection

First category reflects positive emotional reactions. Many comments describe feelings of comfort, peace, and "healing," indicating that visual aesthetics and calming ambiance function as persuasive cues through the peripheral route. The second category reflects deeper cognitive elaboration. Several viewers stated that the videos motivated them to tidy their rooms, plan daily routines, or rethink their understanding of productivity. These responses suggest that once emotional engagement is established, audiences begin processing the message logically and personally signaling activation of the central route.

In-Depth Interview Findings: Message Elaboration and Behavioral Impact

Interview results further support the observational findings. All informants noted that aesthetic visuals, pastel colors, soft lighting, and slow editing play a crucial role in capturing attention and producing psychological comfort. Some described the videos as "soothing," "refreshing," or giving "healing vibes." This emotional comfort prepares audiences for deeper message processing, highlighting the opening function of the peripheral route. Once emotionally engaged, informants began attending to the reflective verbal messages. Statements encouraging slow progress or gentle productivity resonated with their experiences of feeling pressured by societal productivity expectations. They described these messages as "relatable reminders" that encouraged self-reflection, showing activation of the central route. Authenticity also emerged as a key persuasive factor. Informants perceived Tania as genuine and unpretentious, which strengthened message credibility. This aligns with the concept of peripheral cues, where communicator authenticity enhances receptiveness and persuasion. Overall, the findings indicate that persuasive effects emerge from the interplay between visual aesthetics, reflective narratives, and creator authenticity.

Fig. 4. Morning routine with pastel tones and soft music

As seen in Fig. 4, the findings demonstrate that persuasive communication in @taniaanglt's content operates through a synergy between peripheral and central routes. Peripheral cues such as aesthetic visuals, soft music, and credibility initiate emotional engagement and prepare audiences for message processing. Once engaged, central route processing begins through reflective thinking, message evaluation, and the internalization of balanced productivity values. This synergy creates a form of persuasion that is gentle, natural, and effective. Audiences not only enjoy the visual

experience but also adopt realistic and sustainable productivity behaviors, such as time management, balanced routines, and mindful habits. Thus, the persuasive effect is not merely emotional but also leads to meaningful cognitive and behavioral outcomes.

Fig. 5. Video 2 Tidying up the room and journaling

As seen in Fig. 5, domestic activities like tidying up and journaling challenge the definition of productivity, which is typically limited to academic or professional work. This aligns with Sultana (2021) research, which emphasizes that digital persuasion works not only through rational arguments but also through relatable representations of everyday activities. Within the ELM framework, these simple activities function as low-effort cues that trigger the peripheral pathway. However, when the audience begins to reflect on the meaning behind these routines, the central pathway is activated. Mirawati (2021) research on humanistic strategies in e-commerce is also relevant, as it shows that simple activities can build trust and emotional closeness with the audience.

Fig. 6. Video 3 Simple self-care

As seen in Fig. 6, Self-care content emphasizes that productivity is not solely about output but also about personal well-being. This paradigm shift aligns with research by Lina Masruuroh (2021) & Hajar & Anshori (2021), which emphasizes the effectiveness of emotional and authentic narratives in building psychological closeness with audiences. Within the ELM framework, self-care serves as a reflective message that triggers a central pathway, encouraging audiences to re-evaluate the relationship between productivity and mental health. This also supports Perloff (2020) argument that persuasion that integrates emotional and rational aspects is more sustainable in shaping behavior.

Fig. 7. Reflective message "take your time"

As seen in Fig. 7, explicit verbal messages such as "take your time" are a powerful way to activate the central pathway of persuasion. Audiences not only enjoy the visuals but are also invited to reflect deeply on the meaning of productivity. Suryaningsih (2020) research on inspirational strategies in online learning shows that reflective messages can increase motivation and encourage cognitive elaboration. Within the ELM framework, these messages function as argument-based persuasion, requiring higher cognitive engagement. Thus, this content demonstrates how the central pathway can work synergistically with the peripheral pathway (soft visuals) to produce stronger persuasion.

As seen in Fig. 8, the "study with me" format presents productivity as a collective and participatory activity. This aligns with Liu & Chen (2023) research, which emphasizes the role of social media in building social capital and a sense of virtual community. As seen in Table 2, within the ELM framework, this community serves as a peripheral cue that increases motivation through social support, while also opening up space for cognitive elaboration as audiences reflect on their learning routines. Research by Sukma Alam, (2020) is also relevant, as it shows that influencers can be effective agents of persuasion through emotional closeness and community participation. Thus, this format strengthens audience motivation not only through aesthetics but also through a sense of social connectedness.

Fig. 8. Video 5 Study with me (slow aesthetic)

Table 2. Content analysis and comments

Informant	Age	Key Findings	Representative Quote
A	21	Visual aesthetics evoke calmness; content motivates simple routines	"It reminded me that productivity doesn't need to be exhausting… made me want to tidy my room."
B	19	Pastel visuals and soft music create comfort; motivation without pressure	"The soft visuals make me stay… it doesn't feel like advice, but I still get the message."
C	22	Creator authenticity builds trust; helps avoid toxic productivity	"She seems honest and real. That makes me trust her more."
D	24	Reflective narration triggers deep reflection	"The sentence 'just focus on the process today' really hit me… made me rethink my work habits."
E	20	Emotional elements foster mindfulness; promotes new habits	"The video creates a calming vibe. It helps me start my morning mindfully."

Synergy Between Central and Peripheral Routes in TikTok Persuasion

The findings of this study indicate that the persuasive communication strategy in @taniaanglt's TikTok content operates through a synergy between the peripheral and central pathways, as described in the Elaboration Likelihood Model framework (Petty & Cacioppo, 1986). Aesthetic elements such as soft visuals, soothing music, and the creator's credibility serve as peripheral cues that trigger initial emotional engagement and prepare the audience to receive the message. Once an emotional connection is established, the persuasion process continues through the central pathway, characterized by cognitive reflection, message evaluation, and internalization of balanced productivity values.

The synergy of these two pathways results in a form of persuasion that is neither coercive nor subtle, but rather natural. Audiences not only enjoy the visual experience but are also encouraged to adopt realistic, sustainable, productive behaviors, such as time management, balanced routines,

and mindfulness practices. Thus, the persuasive effects that emerge are not limited to the emotional realm but also lead to meaningful cognitive and behavioral changes.

Overall, the analysis of these five videos demonstrates how TikTok is an effective medium for integrating the peripheral and central pathways in the persuasion process. The visual aesthetics, soft music, and authenticity of the creators create emotional comfort while strengthening credibility, while the reflective message about life balance encourages deeper cognitive elaboration. These findings align with previous research (Lam et al., 2022; Liu & Chen, 2023; Suryaningsih, 2020), which confirms that integrating peripheral and central channels produces more effective and sustainable persuasive effects in digital communication contexts.

5. Conclusion

This study set out to investigate how persuasive communication strategies within the TikTok content of @taniaanglt encourage productivity among Generation Z by examining message construction, visual and emotional strategies, and audience message processing through the central and peripheral routes of the ELM. The findings successfully address all research expectations outlined in the introduction. The study demonstrates that aesthetic visual elements, soft narration, and calming music create an emotionally comforting environment that activates the peripheral route of persuasion. This emotional readiness encourages audiences to become more receptive to the message. Once a sense of calm and connection is established, reflective messages delivered by the creator stimulate deeper cognitive elaboration, thereby activating the central route. The synergy of these two routes forms a gentle yet effective persuasive pattern, nurturing realistic productive habits centered on balance, mindfulness, and self-compassion. The findings also highlight the significant role of authenticity, emotional resonance, and relatable representation in shaping both emotional and cognitive responses among Generation Z. These insights reinforce the argument that persuasive practices on short-video platforms involve more complex mechanisms than traditional persuasion models, as they combine visual aesthetics, emotional closeness, and reflective narratives into a cohesive persuasive experience.

Furthermore, this study opens several promising avenues for future research. The aesthetic–reflective persuasion model identified here may be applied in analyzing other creators across different genres to expand understanding of persuasion dynamics within TikTok's ecosystem. Future research may also explore long-term psychological impacts of productivity content—such as emotional regulation, time management, and mental well-being. Comparative studies across short-video platforms (TikTok, Instagram Reels, YouTube Shorts) could reveal differences in persuasive patterns tied to platform culture and technological affordances. Practically, the findings may inform the development of educational and digital communication strategies that utilize gentle and ethical persuasive methods suitable for Generation Z. In conclusion, this study not only meets its research objectives but also contributes to expanding the theoretical application of the ELM within digital visual communication contexts. It offers valuable empirical insights into how subtle, aesthetic, and authentic persuasion can effectively shape constructive behaviors among young digital audiences.

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