

INADIA OMARA'S COMMUNICATION STYLE ON THE YOUTUBE CHANNEL TO ATTRACT VIEWERS' INTEREST

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Abstract

This study aims to describe the verbal and nonverbal communication styles used by Nadia Omara in delivering horror content on her YouTube channel and to analyze their impact on viewers' interest. The research employs a descriptive qualitative method, with data collected through content observation, interviews with active viewers, and documentation. The findings indicate that Nadia Omara's distinctive communication style—combining a personal touch, poetic language, empathy, supportive visual and audio elements, and storytelling techniques—successfully builds emotional closeness with the audience. This approach not only makes the content more engaging and easier to understand but also enhances audience engagement and sustains their interest in following her channel. The study offers theoretical contributions to mass communication studies and practical implications for digital content creators in developing effective communication strategies.

Keywords: communication style, YouTube, horror content, storytelling, viewer interest.

INTRODUCTION

The rapid development of information and communication technology has brought significant changes to various aspects of people's lives, including how they interact and access information, and even shaping new mindsets and cultures. Digital transformation has made the world feel borderless, with information flowing in real time, no longer in days or hours, but in seconds. This phenomenon has given rise to new media, which offer interactive and dynamic communication spaces.

One of the most popular forms of new media is YouTube, a video-sharing platform that allows users to upload, watch, and share videos for free. YouTube serves not only as a medium for entertainment but has also evolved into a means of communication, education, and public opinion formation. In Indonesia, YouTube ranks as the most widely accessed social media platform, with approximately 88% of internet users actively using it (APJII, 2023). A variety of content is available on this platform, ranging from entertainment and education to vlogs, to horror-themed content, which has recently become increasingly popular.

One of the standout content creators in the horror genre is Nadia Omara. She is known for captivating millions of viewers through her distinctive communication style and building an emotional connection with her audience. Nadia's success lies not only in the quality of her storytelling, but also in her ability to create atmosphere through facial expressions, dramatic intonation, and body language that supports the narrative. Her distinctive use of verbal and nonverbal communication is a key attraction, making viewers feel emotionally involved. Previous research has shown that Nadia Omara's personification and expressive storytelling techniques make her horror content more vivid and understandable.

The horror YouTube channel "Nadia Omara" is unique among other horror channels because it explores the concept of revealing myths through detailed stories about spirits. As of June 30, 2024, the channel had a total of 1,809,955,033 views, reflecting its high popularity and appeal among viewers. The channel's presence also influences viewers' tendencies to act, perceive, think, and feel about certain objects, ideas, situations, and values.

Based on this phenomenon, this study was conducted to examine Nadia Omara's communication style in delivering horror content on YouTube, and how this communication style plays a role in attracting audience interest. This research is expected to provide a comprehensive overview of effective communication strategies in building audience engagement in digital media, while also contributing to the development of mass communication studies.

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Furthermore, the research results are expected to provide practical input for content creators in developing communication approaches that are engaging, persuasive, and capable of sustainably maintaining audience interest.

METHOD

This study uses a descriptive qualitative approach with the aim of describing in detail the verbal and nonverbal communication styles used by Nadia Omara in delivering horror content on her YouTube channel, as well as analyzing how these communication styles influence audience interest. A qualitative approach was chosen because it can provide a deep understanding of communication phenomena in a real context, while simultaneously capturing the dynamics of interactions between content creators and audiences. The study was conducted online with a focus on the YouTube channel "Nadia Omara," which actively publishes horror content. The data collection process was carried out from May to August 2025, which was chosen because during this time period the channel was at its peak upload activity and audience interaction.

The data sources in this study consist of primary and secondary data. Primary data were obtained through direct observation of videos uploaded to the "Nadia Omara" channel and in-depth interviews with active viewers who have subscribed for at least six months. Informants were selected using purposive sampling based on their active engagement in consuming content. Secondary data were obtained from supporting literature such as books, scientific journals, articles, APJII reports, and other publications relevant to the development of digital media and mass communication.

Data collection was conducted through content observation to identify verbal communication elements such as word choice, language style, and intonation, as well as nonverbal elements such as facial expressions, gestures, and eye contact. Observations also noted the use of supporting elements such as background music and story visualizations. In-depth interviews were also conducted online using video calls and chat interviews to explore audience perceptions, interests, and reasons for their interest in the content. Documentation in the form of screenshots, dialogue transcripts, and statistical data on the number of views, likes, comments, and audience interactions were also collected for analysis.

Data analysis was conducted using the Miles and Huberman interactive analysis model, which includes a data reduction process to sort and focus relevant information, presenting data in the form of narrative descriptions, and drawing conclusions based on the patterns, relationships, and trends found. To maintain data validity, this study applied source and technique triangulation techniques, namely comparing the results of observations, interviews, and documentation, and checking the consistency of findings through various data collection methods.

RESULTS AND DISCUSSION

Based on observations of video content on the "Nadia Omara" channel and in-depth interviews with active viewers, it was discovered that Nadia Omara's communication style has a unique character that sets her apart from other horror content creators. This uniqueness is reflected in the combination of poetic verbal language, dramatic intonation, and strong nonverbal elements such as facial expressions, gestures, and eye contact with the camera. This combination creates an immersive narrative atmosphere, making viewers feel as if they are directly involved in the story being told.

Verbally, Nadia tends to use descriptive and imaginative words, making it easier for the audience to imagine the setting. Her narrative structure doesn't rely solely on the main plot, but also incorporates small details that enhance the horror atmosphere. This storytelling technique is supported by personification, which gives life to mystical objects or characters in the story. This aligns with Saphiere's (2005) findings that an effective communication style can activate the audience's imagination and create emotional connection.

From a nonverbal perspective, Nadia utilizes varying intonations, from a mysterious low tone to a surprising high, in harmony with the suspense of the story. Her facial expressions also strongly support the delivery of her message, where a serious or slightly tense expression can increase the audience's curiosity. Body gestures are used proportionally, not excessively, so as not to distract the audience from the story. The use of visual elements such as dim lighting, graphic illustrations, and background sound effects also contribute significantly to creating a distinctive horror atmosphere.

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Findings from in-depth interviews indicate that most viewers feel drawn to continue watching due to the sense of emotional connection created through this communication style. Viewers reported feeling "invited into" the story, rather than simply passive listeners. Furthermore, the consistency of Nadia's communication style from one video to the next creates a memorable personal image, which, according to Uses and Gratifications theory, serves to fulfill both the need for entertainment and the need for sensation.

Nadia's interactions with her audience through the comments section are also a contributing factor in maintaining audience engagement. Personal replies, lighthearted jokes, or expressions of gratitude make viewers feel valued. This finding aligns with the Source Credibility theory, which emphasizes the importance of a communicator's trustworthiness and attractiveness in influencing an audience.

Overall, the research results show that Nadia Omara's success in capturing audience interest lies not only in her story content, but also in her ability to craft messages through a combination of verbal and nonverbal communication that is consistent, imaginative, and engages the audience's emotions. Therefore, her communication style can serve as a model for digital content creators' communication strategies to build sustainable audience engagement.

CONCLUSION

The research results show that Nadia Omara's communication style in delivering horror content on her YouTube channel has a unique character that is a major draw for viewers. The combination of poetic and descriptive verbal language, detailed storytelling techniques, and the support of nonverbal elements such as dramatic intonation, expressive facial expressions, and proportional body gestures successfully creates an immersive narrative atmosphere and engages the audience's emotions. Additional visual and audio elements such as lighting, graphic illustrations, and sound effects also enhance the horror atmosphere presented.

Viewers responded positively to this communication style because it provided a unique viewing experience, one in which they felt emotionally and intellectually engaged. Nadia's consistent communication style, personal interactions with her audience, and credible creator image contributed significantly to the high level of viewer interest and loyalty. This demonstrates that the effectiveness of digital communication is determined not only by the content of the message, but also by the delivery method, which builds an emotional connection with the audience.

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