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## Rhetorical Analysis of Dr. Tirta's TikTok Content on Coffee Consumption Patterns

Louise Darma Muthaharroh<sup>1</sup>, Safinatun Naja<sup>2</sup>, Asfarazain Salsa Bila Azzahro<sup>3</sup>,  
Farida Nurul Rahmawati<sup>4</sup>

<sup>1,2,3</sup> Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas  
Trunodjoyo Madura, Bangkalan, Jawa Timur, Indonesia

[240531100075@student.trunodjoyo.ac.id](mailto:240531100075@student.trunodjoyo.ac.id),

[240531100079@student.trunodjoyo.ac.id](mailto:240531100079@student.trunodjoyo.ac.id),

[240531100031@student.trunodjoyo.ac.id](mailto:240531100031@student.trunodjoyo.ac.id), [farida.nr@trunodjoyo.ac.id](mailto:farida.nr@trunodjoyo.ac.id)

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### Abstract

*This study aims to analyze rhetorical strategies in health communication delivered through social media, particularly in Dr. Tirta's TikTok content regarding coffee consumption patterns. The background of this study is based on the increasing use of social media as a source of health information, as well as the high level of coffee consumption among the public, which is not always accompanied by an adequate understanding of healthy consumption patterns. This research employs a descriptive qualitative approach using text discourse analysis to examine the verbal and nonverbal elements in the video entitled "How Many Times a Day Does Dr. Tirta Drink Coffee?". The analysis is conducted using Aristotle's rhetorical theory, which encompasses ethos, logos, and pathos. The findings indicate that Dr. Tirta utilizes ethos through his credibility as a medical professional and his authentic communication style, logos through the delivery of fact-based information and medical reasoning, and pathos through an emotional approach that resonates with the audience's daily experiences. The combination of these three rhetorical elements results in health messages that are persuasive, easy to understand, and relevant to the audience's context. This study confirms that rhetorical strategies play an important role in enhancing the effectiveness of health communication on social media.*

**Keywords**– Rhetoric, TikTok, Pathos, Ethos, Logos.



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## **1. Introduction**

The development of social media has transformed the way people obtain health information. In the past, health information was primarily acquired through healthcare professionals or conventional media. Today, however, people increasingly rely on digital platforms that enable information to spread quickly and widely. One of the most widely used platforms is TikTok, which offers a short-video format capable of reaching large audiences. Through TikTok, health information can be presented in a simple, engaging, and easily understandable manner. This condition has made TikTok one of the most influential health communication media in shaping public knowledge, attitudes, and health-related behaviors.

One of the health topics frequently discussed on social media is coffee consumption patterns. Coffee is no longer viewed merely as a beverage but has become part of the modern lifestyle. According to data from the Indonesian Coffee Exporters and Industries Association (AEKI), domestic coffee consumption in Indonesia during the 2023/2024 period was estimated to reach 4.79 million bags of 60 kilograms each. Statistics Indonesia (BPS) also reported an increase in per capita coffee consumption from 1.0 kilogram per year in 2013 to 1.8 kilograms per year in 2023. A Snapcart survey conducted in 2023 revealed that 40% of respondents in Indonesia preferred ready-to-drink coffee products, such as 3-in-1 coffee sachets, while cappuccino was among the most popular coffee varieties. Furthermore, a GoodStats survey in 2024 showed that 40% of respondents consumed two cups of coffee per day, while 29% consumed one cup daily. Most consumers also preferred drinking coffee at coffee shops or local cafés rather than preparing it at home. These data indicate that coffee consumption has become an increasingly entrenched habit in Indonesian society.

The increasing consumption of coffee is influenced by various factors, including the growing coffee culture among urban communities, the proliferation of coffee shops, easy access to ready-to-drink coffee products, and the influence of social media, which actively promotes coffee as part of a modern lifestyle. Additionally, many individuals consume coffee to improve concentration,

maintain productivity, or fulfill social needs when interacting with others. These conditions have contributed to the continuous rise in coffee consumption without always being accompanied by adequate understanding of healthy consumption patterns.

If this situation continues without proper education, people may develop misconceptions regarding coffee consumption. Excessive coffee intake can lead to various health problems, such as sleep disturbances, increased anxiety, digestive issues, and elevated heart rate in certain individuals. Therefore, effective health communication is needed to provide an understanding of safe consumption levels, appropriate consumption timing, and groups of individuals who should limit their caffeine intake. In this context, social media serves as an important channel for delivering health messages that can reach a broad audience.

One figure actively engaged in disseminating health education through social media is Dr. Tirta. As a physician and content creator, Dr. Tirta is widely recognized for discussing various health issues using a communication style that is straightforward, relatable, and easy for audiences to understand. One of the topics he frequently addresses is coffee consumption patterns. His delivery of health messages is particularly interesting to study because it not only contains medical information but also utilizes various communication strategies that may influence how audiences understand and accept health messages.

Several previous studies have highlighted the importance of examining health communication strategies in digital media. Research by Indrawan and Azeharie (2022) found that Dr. Tirta's TikTok content tends to employ verbal and factual approaches in delivering health information. Meanwhile, Diri (2022) explained that coffee consumption is not only related to drinking habits but is also associated with the formation of social identity and lifestyle. Furthermore, Studi and Komunikasi (2023) demonstrated that educational content concerning healthy coffee consumption patterns can enhance audience understanding when presented in a structured and engaging manner. Nevertheless, these studies have not specifically analyzed how rhetorical elements are utilized in Dr. Tirta's TikTok content discussing coffee consumption patterns.

Based on this review, a research gap exists that warrants further investigation, namely the lack of studies specifically examining Aristotelian rhetorical strategies in Dr. Tirta's TikTok content on coffee consumption patterns. Previous studies have focused more on the effectiveness of digital media, audience perceptions, or cultural representations of coffee consumption, whereas rhetoric as a persuasive strategy in health communication remains relatively underexplored. Therefore, this study offers novelty by analyzing the elements of ethos, logos, and pathos that appear in both the verbal and nonverbal communication employed by Dr. Tirta when conveying health messages related to coffee consumption.

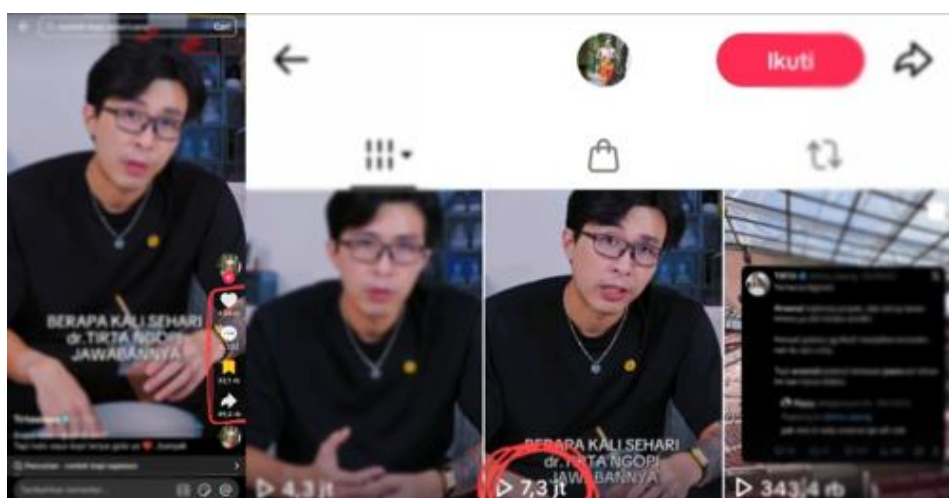
This study is expected to contribute to the development of health communication scholarship, particularly regarding health message delivery strategies through social media. Additionally, the findings may serve as a reference for health practitioners, content creators, and communication researchers in designing health messages that are more effective, persuasive, and easily accepted by the public. The urgency of this research lies in the increasing coffee consumption in Indonesia, which necessitates proper health education, as well as the growing role of social media as a source of health information for society.

Based on the foregoing discussion, the objective of this study is to analyze how the elements of ethos, logos, and pathos in Aristotle's rhetorical theory are employed by Dr. Tirta in a TikTok video entitled "Berapa Kali Sehari Dr. Tirta Ngopi?" ("How Many Times a Day Does Dr. Tirta Drink Coffee?"). The video discusses appropriate coffee consumption patterns that are easily tolerated by the digestive system of both healthy individuals and those with certain medical conditions, as well as the recommended daily quantity of coffee consumption to avoid excessive intake. This study employs a qualitative method with a text discourse analysis approach. The research data consist of verbal elements, including utterances and narratives delivered in the video, as well as nonverbal elements such as facial expressions, gestures, intonation, and other visual components that support the delivery of health messages.

## 2. Method

This study employs a descriptive qualitative approach with a text discourse analysis method to understand and interpret the rhetorical strategies used by Dr. Tirta in delivering health messages related to coffee consumption patterns through the TikTok platform. The text discourse analysis approach was selected because the study focuses on examining messages conveyed through both verbal and nonverbal elements contained in the content, such as language use, diction choices, intonation, facial expressions, gestures, and supporting visual elements that contribute to the construction of communicative meaning.

The object of this study is rhetoric, analyzed based on the concepts of ethos, logos, and pathos in Aristotle's rhetorical theory. The subject of the study is a TikTok video created by Dr. Tirta entitled "Berapa Kali Sehari Dr. Tirta Ngopi?" ("How Many Times a Day Does Dr. Tirta Drink Coffee?"), which discusses coffee consumption patterns. In the video, Dr. Tirta explains the caffeine content of various coffee types that are most easily absorbed by the body and discusses the ideal frequency of coffee consumption per day. This particular video was selected because it received the highest level of audience attention among Dr. Tirta's coffee-related content, as indicated by its 7.3 million views, 434,000 likes, 5,332 comments, and 31,100 reposts.



**Figure 1.** Number of views, likes, comments, and reposts on Dr. Tirta's TikTok video entitled "How Many Times a Day Does Dr. Tirta Drink Coffee?"

*Source: TikTok Account @TirtaaaaaaData*

The research data were collected through documentation techniques by observing, recording, and transcribing the video content. The data were then analyzed using a text discourse analysis approach to identify the rhetorical forms that emerged in the delivery of the message. To ensure data trustworthiness, this study applied source triangulation by comparing information obtained from the video content, the accompanying caption, and various relevant scientific literature and references concerning coffee consumption, health communication, and rhetorical theory. Through this process, the interpretations generated in this study achieve a level of credibility and validity that can be academically justified.

### **3. Result and Discussion**

As a physician and health influencer, Dr. Tirta Mandira Hudhi possesses a high level of credibility in delivering health information to the public. As stated by Kemenkeu RI (2026), the credibility of a communicator plays an important role in shaping audience understanding of the messages being conveyed. With his medical background and expertise, the educational messages he delivers are not only informative but also have the potential to influence the audience's knowledge, attitudes, and behaviors regarding healthy coffee consumption.

Through his content episode entitled "Berapa Kali Sehari Dr. Tirta Ngopi?" ("How Many Times a Day Does Dr. Tirta Drink Coffee?"), Dr. Tirta provides education about the health benefits of coffee, recommended consumption limits, the appropriate timing for coffee intake, and the potential risks associated with excessive coffee consumption. The information is delivered using simple, communicative, and easily understandable language, enabling it to reach various audiences, particularly young people who regularly consume coffee in their daily lives. Based on the content analysis conducted on the video, three main elements reflecting Aristotle's rhetorical theory were identified, namely ethos, pathos, and logos, in the strategy used to deliver health messages to the audience.

According to Aristotle's rhetorical theory, pathos is a communication technique that seeks to evoke audience emotions in order to create a stronger connection with the message (Sucipto, 2025). Pathos, or emotional appeal, is a key factor in building audience engagement and involvement (Silvia Huri & Sunan Gunung Djati, 2023).

In the educational video, the element of pathos is strongly reflected through the expressions "Isn't it dangerous?" and "Won't it kill you?", which Dr. Tirta uses as a series of rhetorical questions at the beginning of the video after explaining that he often drinks coffee three times a day. These questions are not intended to obtain direct answers but rather to stimulate an emotional response from the audience. The first question, "Isn't it dangerous?", triggers feelings of concern and caution regarding coffee consumption habits that may previously have been considered harmless. Meanwhile, the second question, "Won't it kill you?", creates a dramatic and ironic effect by challenging the common assumption that something is safe simply because it does not immediately cause extreme consequences. Through these questions, Dr. Tirta does not explicitly reassure the audience; instead, he leads them toward a productive sense of discomfort that encourages reflection on their own consumption habits. Thus, the pathos strategy employed not only evokes emotions but also directs those emotions toward self-reflection, making the educational message more impactful and persuasive.



**Figure 2.** Application of Pathos through Rhetorical Questions

*Source: TikTok Account @Tirtaaaaaa*

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This finding is consistent with the study by Pandji Laksana et al. (2025), which demonstrated that messages presented in an engaging, light, and emotionally appealing manner are more effective in raising audience awareness than messages that are purely informative. In this context, pathos functions not merely as a complementary element but as a primary strategy for attracting audience attention, as people tend to respond more positively to emotionally engaging content than to content that appears overly formal or rigid.

Similarly, Hardiyanti and Puspa (2021) argued that emotional aspects play an important role in shaping consumption behavior. The experience of drinking coffee is not based solely on physical needs but also on comfort, atmosphere, and emotional experiences such as relaxation, enjoyment, and social interaction. This indicates that coffee consumption is already closely associated with emotional dimensions. Therefore, when health-related content connects coffee consumption with health issues through a pathos-based approach, the message becomes more relevant and easier for audiences to accept because it resonates with emotional experiences they have previously encountered.

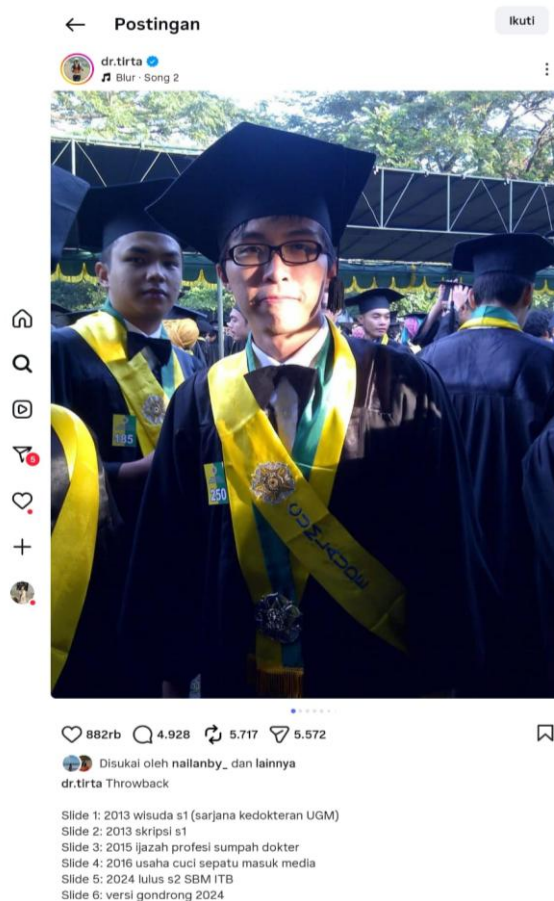
Based on these findings, it can be concluded that the use of pathos in the analyzed content does not stand alone but aligns with various studies emphasizing that emotions are crucial elements in persuasive communication. Pathos works by connecting messages with the audience's emotional experiences, whether related to concerns about health or the comfort associated with coffee culture. As a result, the message becomes more vivid, contextual, and influential than if it relied solely on logical reasoning.

Aristotle's rhetorical theory defines ethos as the persuasive appeal that emphasizes the importance of the communicator's credibility and moral authority (Sucipto, 2025). Ethos is essential because audiences first evaluate whether a speaker is trustworthy before accepting the content of a message.

In the TikTok video "*Berapa Kali Sehari Dr. Tirta Ngopi?*", Dr. Tirta demonstrates strong ethos through his professional background as a healthcare practitioner. His status as a medical doctor encourages audiences to trust the

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information he provides because he is perceived as possessing sufficient knowledge regarding health and human physiology.

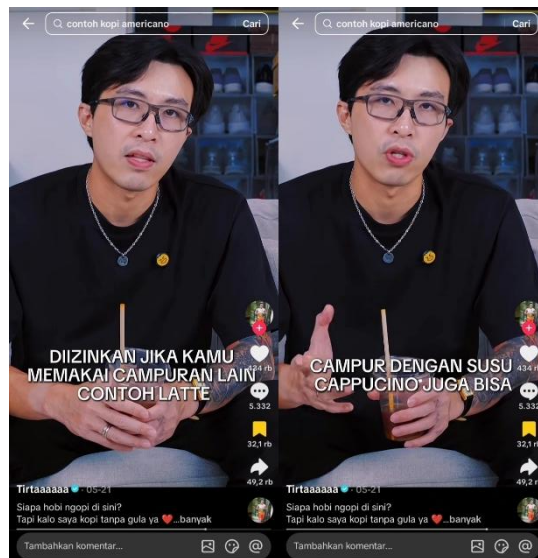


**Figure 3.** Instagram Post Showing Dr. Tirta's Graduation from Medical School

Source: Instagram Account @dr.tirta

In addition to demonstrating competence, Dr. Tirta also exhibits concern for the well-being of his audience. This is evident when he provides specific recommendations for individuals with arrhythmia (heart rhythm disorders), stating: "It is acceptable if you consume coffee mixed with other ingredients, for example a latte with milk or a cappuccino." He also provides recommendations for individuals suffering from digestive disorders, saying: "If you have GERD, it is better to drink an Americano because the caffeine effect will be absorbed more slowly." These statements indicate that his communication is not limited to delivering information but also seeks to offer practical solutions tailored to the audience's health conditions. Such attentiveness to audience needs is an

important aspect of ethos because it demonstrates the communicator's goodwill toward the audience. This explanation is supported by Sains & JSTP (2026), which found that differences in coffee composition and beverage matrices can influence caffeine absorption rates and physiological responses. Therefore, Dr. Tirta's recommendations for individuals with GERD reflect an effort to adapt health information to specific audience conditions. These findings also reinforce the study by Indrawan and Azeharie (2022), which concluded that Dr. Tirta not only delivers informative content but also prioritizes audience needs and understanding.



**Figure 4.** Dr. Tirta's Video Discussing Coffee Alternatives for Individuals with Arrhythmia and GERD

Source: TikTok Account @Tirtaaaaa

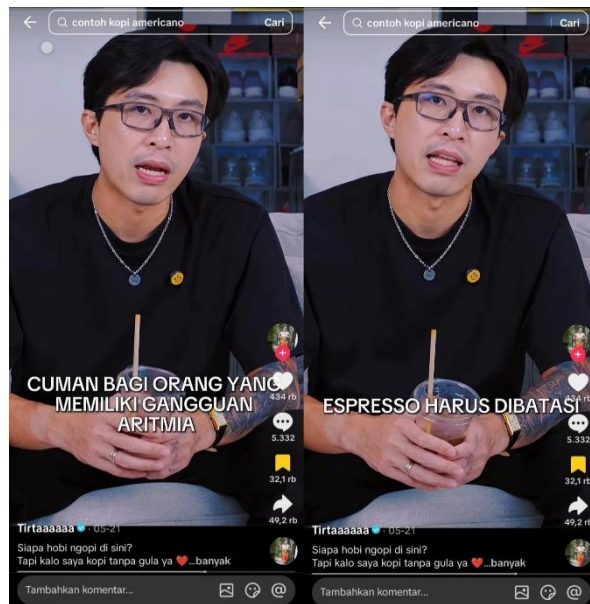
From Aristotle's perspective, *logos* emphasizes the use of logic and rational evidence to support arguments and influence audience reasoning (Sucipto, 2025). Based on the analysis, *logos* emerges as the most dominant rhetorical element in Dr. Tirta's TikTok video "Berapa Kali Sehari Dr. Tirta Ngopi?". This dominance is evident in the way he presents health information regarding coffee consumption through systematic explanations grounded in medical knowledge. Through this approach, audiences not only receive information but also gain an understanding of the scientific rationale behind the message.

The application of logos can be observed when Dr. Tirta answers questions regarding the safe daily limit of coffee consumption. In the video, he states: *“Daily coffee consumption is around three to six shots of espresso.”* He further explains: *“There is no problem with drinking coffee unless you consume three liters per day; then heart problems are guaranteed.”* These statements demonstrate the use of factual and measurable information. Mentioning specific consumption quantities serves as a foundation for his argument, helping audiences understand what constitutes a safe level of coffee intake. However, Dr. Tirta also highlights certain restrictions for individuals with specific heart conditions, such as arrhythmia: *“For people who have arrhythmia or heart rhythm disorders, coffee consumption, especially espresso, should indeed be limited.”* The use of numerical information indicates that the message is not based on personal opinion but on rational health knowledge. From Aristotle’s perspective, the use of concrete data and measurable standards represents logos because it encourages audiences to accept the message through logical reasoning.



**Figure 5.** Dr. Tirta’s Video Discussing Coffee Consumption Quantity

Source: TikTok Account @Tirtaaaaaa

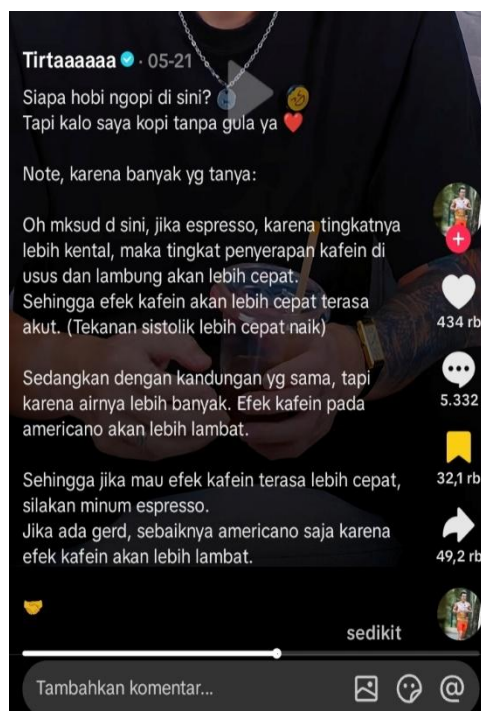


**Figure 6.** Dr. Tirta’s Video Advising Coffee Consumption Restrictions for Individuals with Arrhythmia

Source: TikTok Account @Tirtaaaaaa

The element of logos is also evident when Dr. Tirta explains that the effects of coffee are determined not only by the quantity consumed but also by its caffeine content. This can be seen in his statement: *“Because its caffeine content is not as high as espresso.”* Through this explanation, Dr. Tirta constructs an argument based on a cause-and-effect relationship. He explains that differences in caffeine levels among coffee varieties produce different effects on the body. Consequently, audiences are encouraged to understand that the safety of coffee consumption cannot be measured solely by the number of cups consumed but must also take into account the amount of caffeine entering the body. This pattern of reasoning reflects the logical argumentation that characterizes logos.

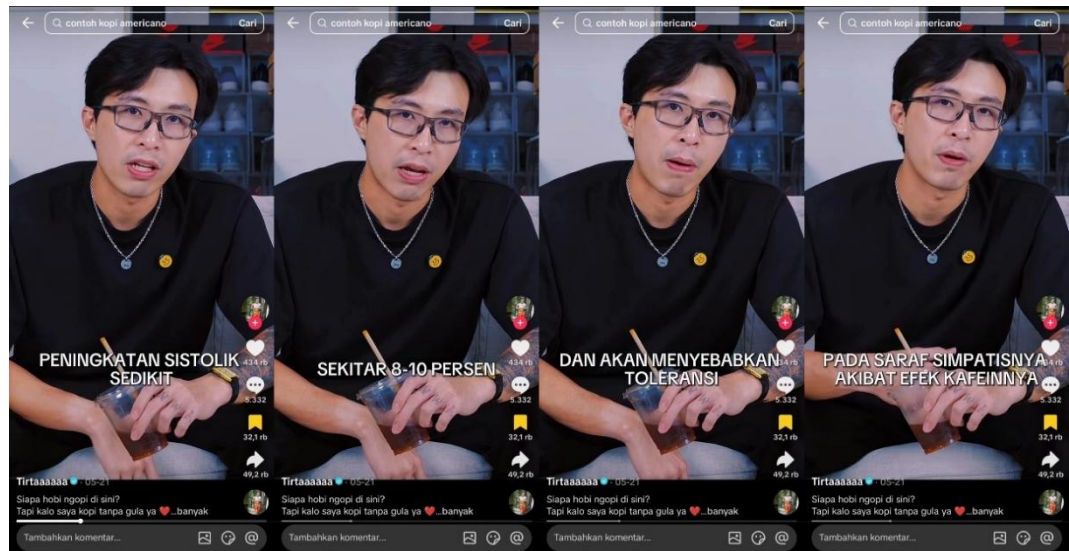
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**Figure 7.** Dr. Tirta's Video Discussing Caffeine Content in Coffee  
Source: TikTok Account @Tirtaaaaaa

The logos element is further strengthened through Dr. Tirta's explanation of the biological mechanisms that occur after caffeine consumption. In the video, he states: *"It will cause a slight increase in systolic pressure of around 8–10 percent and will lead to tolerance in the sympathetic nervous system due to the effects of caffeine."* This statement demonstrates that the message delivered is not merely general information or a warning but is supported by scientific explanations of physiological processes occurring within the body. Specifically, caffeine stimulates the sympathetic nervous system, producing certain physiological responses. Research by Sains & JSTP (2026) explains that the characteristics of coffee beverages and the presence of additional components such as milk, fat, and sugar can affect the bioavailability and absorption rate of caffeine in the body. The study found that interactions among beverage components can either slow down or accelerate caffeine absorption, thereby influencing physiological responses. The consistency between the video content and the findings of Sains & JSTP (2026) indicates that the information presented by Dr. Tirta is supported by a strong academic foundation. These findings also support the study by

Indrawan and Azeharie (2022), which found that Dr. Tirta consistently delivers health education based on scientific references and medically accountable facts. By explaining these biological mechanisms, he provides a rational basis that strengthens his argumentation, enabling audiences not only to understand what should be done but also why regulating coffee consumption is important.



**Figure 8.** Dr. Tirta's Video Discussing the Effects of Caffeine

*Source: TikTok Account @Tirtaaaaaa*

The findings of this study are consistent with the research of Studi & Komunikasi (2023), which demonstrated that social media content can function as a cognitive medium for shaping audience understanding of healthy coffee consumption patterns. In addition, the results support the findings of Salsabilah et al. (2025), who emphasized the important role of audiovisual media in delivering health messages effectively to the public. However, this study indicates that the effectiveness of health communication is influenced not only by the media platform used but also by the quality of the arguments underlying the message. In other words, the success of Dr. Tirta's content lies not only in its engaging video format but also in its use of logical and accessible explanations.

The findings also align with the study by Majidz et al. (2026), which highlighted the significant role of logos in enhancing the effectiveness of health communication on TikTok. The use of facts, scientific explanations, and rational

arguments enables audiences to develop a deeper understanding of health information. In Dr. Tirta's video, *logos* is manifested through the presentation of data regarding safe coffee consumption limits, explanations of caffeine content, and descriptions of caffeine's effects on the body's nervous system. Therefore, it can be concluded that the primary strength of Dr. Tirta's message lies in his ability to transform complex health information into simple, logical, and easily understandable arguments, thereby enhancing audience understanding of healthy coffee consumption patterns.

#### **4. Conclusion**

Based on the results of the analysis, it can be concluded that Dr. Tirta's TikTok content on coffee consumption patterns effectively employs Aristotle's rhetorical strategies through the elements of *ethos*, *logos*, and *pathos*. The element of *ethos* is reflected in Dr. Tirta's credibility as a medical doctor, as well as in his straightforward and authentic communication style, which enables him to establish trust with the audience. The element of *logos* is demonstrated through the delivery of logical information grounded in medical knowledge and presented in a simple manner that is easily understood by the public. Meanwhile, the element of *pathos* is evident in the use of emotional appeals, light humor, and references to the audience's experiences and habits related to coffee consumption.

These three rhetorical elements complement one another in constructing persuasive and effective health communication messages. The delivery of information that is not only informative but also emotionally engaging makes the message easier for audiences to accept and increases its potential to influence their understanding and behavior. Therefore, this study demonstrates that the appropriate application of rhetorical strategies on social media can serve as a key factor in enhancing the effectiveness of health communication, particularly in educating the public about healthy coffee consumption patterns.

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