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Communication Techniques Of Aquamarine Band In Delivering Messages During Performance On Stage

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Abstract. There are many ways to deliver messages communicate, in directly or via media, either verbal or non verbal way. In order to make a messages received by other people obviously a communicator uses a communication technic, there are six communication technics that are known in Communication Studies such as Informative Technic, Persuasive Technic, Coersive Technic, Instructive Technic, Pervatie Technic, and Humanizm-Relationship Technic. And in this research, the author wanted to find out a kind of communication technic that was used by Aquamarine Band in delivering messages when performing on the stage, However, the technic wich was taken by author focused on three Communication technic only, they are an Informative Technic, Persuasive Technic, and Humanizm-Relationship Technic. In qualitative descriptive method, the author succeeded to observe that Aquamarine Band Absolutly uses those three Communication Technics as suitable as author's research indeed, those are an Informative, Persuasive, and a Humanizm-Relationship Technic. This was proved from the result of the author's interview with informers who consust of main informer, A Vocalist of Band and the head informer, that was Aquamarine Band fans club themselves. They stated that every time when Aquamarine Band perform, they always interact to the crowd such as greeting, waving hands, encouraging all people to sing moreover, after performing there are always some people want to take a picture together

Keywords: *Communication Technic, Messages, Stage, Band, Music*

INTRODUCTION

Nowadays, communication is very important in every human activity. Various ways people communicate to convey information or messages to others, such as personal communication, interpersonal communication, interpersonal communication or mass communication. Good communication is a measure of the success of conveying information or messages. In the case of the music industry, musicians use song media to convey messages to their fans. Music also affects a person's cognitive and conative thoughts, because messages through music will bring stimulus to the listener. In line with what Sobur said in Maria Fitriah (2013), humans think, feel, and behave with expressions, and the closeness of human culture to symbols, so humans are also called creatures with symbols. The message to be conveyed through song lyrics can describe the state and atmosphere of the creator to the listener. For example, Aquamarine Band, which is one of the bands in Bengkulu City, also uses songs as their medium in conveying messages to their fans. In its performance, Aquamarine Band certainly uses communication techniques when conveying messages to its fans, such as the vocalist's interaction with the audience. Where the purpose of this interaction is for the audience to feel the aura in every song sung. Through the medium of music we do intrapersonal communication, interpersonal communication, and mass communication. So that we can interact with each other

with the level of understanding of the message in the music or song. As revealed by Onong in the book "Science, Theory, and Philosophy of Communication" (2003), that there are 6 communication techniques, namely: Informative, Persuasive, Pervasive, Coercive, Instructive and Human Relations. To narrow the scope of this research, the communication techniques used in this study are limited to informative, persuasive, and human relations communication techniques. This research aims to analyze the communication techniques used by Aquamarine Band in conveying messages during performance on stage.

LITERATURE REVIEW

Communication

Communication is the process of conveying information from one human to another. Communication serves to inform, educate, entertain, and influence. Communication consists of many types, including intrapersonal communication, interpersonal communication, mass communication, and others. The learning process for social and community interaction is necessary to achieve effective communication skills. Quoted from Agus M. Hardjana (2016: 15) in E. Ginting (2020) that Communication is the process of a person's activities conveying messages through certain media to other people and after the message is received then giving a response to the sender of the message, still in Ginting (2020), Deddy Mulyana (2015: 11) argues that Communication is the process of sharing meaning through verbal and non-verbal behavior carried out by two or more people, as well as Andrew E. Sikula (2017: 145). Sikula (2017: 145) still in Ginting (2020) also states that Communication is the process of transferring information, understanding, and understanding from one person, a place, or something to something, place or another person.

Based on the Big Indonesian Dictionary (KBBI), communication is the sending and receiving of messages or news between two or more people so that the intended message can be understood. Husein Mulachela (In Dkatadata, 2022) states that communication comes from Latin, namely *communicatus*, which means sharing or belonging together refers to efforts aimed at achieving togetherness. American political scientist and originator of communication theory, Harold Lasswell in Husein Mulachela (2022) states that communication is a process of explaining who says what through what channel to whom and with what effect. Meanwhile, still in Mulachela (2022), Webster's New Collogiate Dictionary, says that communication is a process of exchanging information between individuals through a system of symbols, signs or behavior.

Forms Of Communication

a. Intrapersonal Communication

Intrapersonal communication is intrapersonal communication which means communication that is done to oneself. This communication occurs starting from the activity of receiving messages / information, processing and storing, as well as re-producing. Like praying, being grateful and imagining.

b. Interpersonal Communication

Interpersonal communication is interpersonal communication. This communication also means also as a process of exchanging meaning from one individual to another.

c. Group Communication

This communication is defined as a face-to-face meeting of three or more individuals so as to obtain the desired goals and objectives. Such as sharing information, or problem solving. Group communication is communication carried out by several other people or a group of people. Such as meetings, seminars, workshops and others.

d. Organizational Communication

Organizational communication is communication that occurs in organizational relationships. Organizational communication is always used as its own object of study because of the broad scope of communication.

e. Mass Communication

Mass communication is a form of communication that uses media as an intermediary in connecting communicators and communicants. So, mass communication is the delivery of messages through mass media to a large number of people.

2. Types of Communication

Without realizing it, communication has become part of human life. This is because communication is a way to convey a message or information. In order for the message to be conveyed properly and not misinterpreted, the right type of communication is needed. According to Ananda (Gamedia.Com 2022), "From the types of communication that exist, it can be seen that humans are social creatures who need other humans to live, in establishing relationships, humans need interaction by communicating. Communication has an important role in good relationships that occur between humans".

Still according to Ananda (Gamedia.com. 2022) Here are some types of communication that have more or less the same purpose, namely conveying information.

a. Verbal Communication

Namely communication that uses verbal symbols and uses words and language, both oral and written. For example, when two or more people interact through media or intermediaries such as cell phones.

b. Nonverbal Communication

Is communication that uses non-verbal messages to convey information. This communication is done by using words or issuing sentences from the mouth, but by doing an action to convey information. Examples such as: Facial expressions, body language, touch and appearance.

c. Formal Communication

Is communication that occurs within organizations and companies in a pre-arranged manner in accordance with the organizational structure. In formal communication, someone usually uses a place, language that looks more standardized and formal than when doing non-formal communication. As during a seminar, the speaker will generally use standard language that is easy to understand and is in a formal scope or layout as well.

d. Informal Communication

Unlike formal communication, informal communication is carried out when one or more people, either in an organization or a company communicate and do not get official testimony. If informal communication occurs, it most likely will not affect the interests of an organization or company. Examples include rumors, gossip and hearsay.

e. Non-Formal Communication

Namely communication that occurs between communication that has formal and Informal properties. That is when the communication is related to the implementation of a task or work of the organization and company with activities that are personal in nature from members of the organization or company. Examples are company birthdays, organization birthdays and so on.

f. Direct Communication

Is a type of communication that is carried out directly without any intermediaries or media and is not limited by distance and time. For example when two people meet and communicate.

g. Indirect Communication

Is the opposite of direct communication, namely communication that occurs or is carried out with the help of a third party or tool as a communication medium. An example is communication using a cell phone through social media platforms or other chat platforms.

h. **Communication Based on Purpose**

Is communication with a specific purpose, for example speeches, lectures, interviews and orders.

i. **Internal Communication**

This communication can be divided into three forms, namely vertical communication, horizontal communication and diagonal communication.

j. **External Communication**

External communication is communication that occurs between an organization or company and several parties from the community who are outside the organization or company. External communication can take the form of press conferences, exhibitions, expositions, promotions, radio broadcasts, television broadcasts, social services and so on.

Communication Function

Communication is a basic human need that cannot be avoided. Every human being as a social being needs to communicate to get information, establish relationships with others. In addition, according to Onong Uchjana Effendi (2003) communication also has other functions, namely as follows:

1. Conveying information
2. Educate
3. Entertaining
4. Influence

Purpose of Communication

Still according to Onong Uchjana Effendi in his book *Science, Theory, and Philosophy of Communication*, (2003), states that there are 4 communication objectives, namely:

1. Change the attitude (to change the attitude)
2. Changing Opinions / opinions / views (to change the opinion)
3. Change behavior (to change the behavior)
4. Change society (to change the society)

Communication Techniques

According to Onong Uchjana Effendi in the book *"Science, Theory, Philosophy of Communication"* in Rina Kastori quoted from Kompas.com (2022) that, "Communication techniques are a person's ability or skill in conveying information. The easier the message is received by others means that the communication techniques used are getting better, and vice versa.

METHODS

This type of research is qualitative research. With a qualitative descriptive research approach, which is a research method that looks at objects, conditions, and descriptions systematically, factually, accurately about the facts being investigated and the results can be used to make decisions in the future. Bogdan and Biklen in Syukur (2006) define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The qualitative approach emphasizes the quality aspects of the entity under study. Quoting information on the Ministry of Education website, the qualitative approach has an emic perspective. The meaning of emic perspective is

a form of qualitative research approach that uses data in the form of narratives, story details, expressions, and construction results from respondents or informants. Data can be obtained from data collection techniques in the form of in-depth interviews and observations. Sampling (description of the target population, research context, and units of analysis; sampling; and respondent profile)

RESULTS

The formulation of the problem in the previous chapter, the problem that the author will discuss in this study is "How are the Communication Techniques used by the Aquamarine Band in conveying messages during performance on stage?", so for that the author conducted interviews to obtain information about the discussion above and the discussion in this study is limited to only three communication techniques, namely: Informative Communication Techniques, Persuasive Communication Techniques, and Human Relations Communication Techniques.

Informative Communication Techniques

Is the ability to communicate by conveying information signs such as verbal and non-verbal. When performing, the Aquamarine Band usually performs several songs. The songs usually consist of some of their own songs and some songs created by others, as explained by Hizbur, the vocalist of Aquamarine (dated May 15, 2024): "Aquamarine usually performs five to seven songs per show. Three songs are Aquamarine's works and the others are other people's works, usually the songs by other people are not the same between one performance and another, just taken randomly according to the wishes of the vocalist and what is certain is that the song is quite well known by the public". Hizbur's explanation above, it can be seen that the Aquamarine Band in each performance performs five to seven songs, three of which belong to Aquamarine and the rest are songs by others. And the songs belonging to other people usually alternate according to the wishes of the vocalist himself and of course the songs are quite well known by the audience of the show. To give confidence whether it is true that the Aquamarine Band sings five to seven songs, the author cross-checks with the audience, following the results of the author's interview with Faldi on May 16, 2024 with the same question: "The Aquamarine Band usually performs five or seven songs in each performance, and between these songs the Aquamarine Band also sings other people's songs which of course we know and memorize so we can sing along." This was confirmed by Wisya, who the author interviewed on the same day: "True, every time they perform, the band always sings a lot of songs between five and seven songs." As explained by the band's fans, it is known that it is true that the Aquamarine Band always sings several songs consisting of three of their own songs and songs by others. The Aquamarine Band's songs that are usually sung during their performances are "Rapuh, Merindumu, and Menyerah Pada Hatimu". While additional songs such as: The Fly's "Fly", Andra and the Backbone's "Lagi dan Lagi", as brother Hizbur explained in a follow-up interview: "The songs we usually perform include: "Rapuh, Merindumu, Menyerah Pada Hatimu", this is Aquamarine's own work. And additionally, for example: "Fly's Fly, Lagi dan Lagi belonging to Andra and the Backbone". The author confirmed with brother Faldi on the answer from brother Hizbur: "Aquamarine always sings their songs such as "Rapuh", "Merindumu", "Menyerah pada Hatimu" and also other people's songs." In general, creators in making certain works are usually based on personal experiences or have their own stories, as is the case with the Aquamarine Band, but not all the songs they create have a background or are based on personal experiences, as stated by brother Hizbur: "It is true, usually songs are created usually as a result of the personal experience of the creator such as in the song "Rapuh", it is the personal experience of one of the personnel of the Aquamarine Band, but not all songs created

are their personal experiences or those of their friends, it could be just their imaginary thoughts, where they only imagine if this is how it will be" (interview dated May 15, 2024).

In the next question Hizbur said that: "Like in the song "Rapuh" I want to convey the feelings of someone who is so devastated when left by his lover, where his lover has loved someone else, then in Fly's song Terbang, I want to tell the feelings of someone who is happy and wants to always be with his lover until he wants to reach the sun as his goal". The communication that we do is to convey messages or information to others, as well as the Aquamarine Band communicating through the medium of songs to convey messages to their audience or fans. The message is what is implied in the lyrics of each song they perform. The way of delivery also varies from one song to another depending on the rhythm of the song, added Hizbur. A song with a cheerful rhythm, then we also sing it happily and energetically, while a song with a soft rhythm, of course we also sing it in a soft style. All of this is with the aim of conveying our feelings towards the song we are singing, continued Hizbur. From the results of these interviews, it can be seen that the vocalists of the Aquamarine Band do want to convey the message of what is implied in the songs they sing, both verbally and non-verbally. Verbally, the vocalist will tell a little about the content of the song, while non-verbally, the vocalist will usually wave his hand to the audience as a signal to invite the audience to sing along. In the next question, brother Hizbur explained that the way to convey the message or meaning of the song sung is as follows: "Usually if it's my first time singing in front of the audience or my first time in the area, I will usually tell them about the content of the song, but if we have often performed in the area or place, I no longer introduce the song, I will only say this is our favorite song." From the explanation of Hizbur above, it is known that every time the show, if the song is newly sung or they have just performed in that place, the Aquamarine vocalist will tell about the content of the song or introduce it. In a different place, the author confirmed what was stated by brother Hizbur to brother Faldi, as follows: "oh, yes, usually the singer will tell you first about the content of the song he will sing, but not always, maybe because he just sang the song." (Interview dated May 16, 2024) From Faldi's explanation above, it is true that the vocalist of the Aquamarine Band will tell the content of the song he will sing to convey the message implied in the songs performed by them. Furthermore, the author asked the question whether the message to be conveyed was conveyed to the audience? The following is Hizbur's answer in the follow-up interview: "I think so, because I told them the content of the song beforehand, there was no response at the time but when I waved my hand for example, they waved too, so I think they understood the message I was conveying." From the results of the interview, it explains that the message that the Aquamarine Band wants to convey, especially the vocalist who sings the songs, is conveyed well, this is because before singing a song, especially a newly sung song, the band's vocalist has told the contents of the song as a form of verbal message delivery and the vocalist will wave his hand to the audience as a signal to invite the audience to sing along which is a manifestation of non-verbal message delivery.

Persuasive Communication Techniques

Is a communication technique that is carried out to influence other people, usually this communication technique is carried out repeatedly so that the person who wants to be influenced is affected and follows what the communicator wants. This is what the Aquamarine Band does, especially the vocalists in each of their performances. The vocalist of the Aquamarine Band usually moves from one side of the stage to the other, and in certain songs the vocalist waves his hands and is usually followed by the audience who also wave their hands. Aquamarine vocalist Hizbur said that: "I especially don't just stand rigidly while singing a song, I usually move around to get the attention of the audience. For example, in the song "Rapuh", every time I sing that song, all the audience simultaneously raise their hands even though I haven't waved my hand, this is probably because they know that every time I sing that

song I always wave my hand, I also like to invite the audience to sing the song if the song is familiar to them, and usually they sing along, and sometimes I don't invite them automatically they will also sing with me, maybe because they are very excited yes" (interview dated May 15, 2024). From what Hizbur said, the message he wanted to convey, namely inviting the audience to wave their hands or invite the audience to sing, was conveyed. And the songs by the Aquamarine Band that are often sung at every show make the band's fans know and memorize every lyric so that when the vocalist invites the audience or fans to sing the song, they will happily sing the song. The author confirmed this by interviewing one of the spectators, following the results of the author's interview with Merry on May 16, 2024: "Yes, it's true, the band's vocalist is always active in every performance. He always moves and invites the audience to sing, and I usually always sing even though I am not told or invited by the vocalist, because I memorize all the Aquamarine band songs".

From the audience's opinion, it is true that the vocalist of the Aquamarine band always greets and invites the audience to sing in every performance. And the band vocalist has a special greeting for his fans, as expressed by brother Hizbur: "oo..I usually greet with the words "Alla Hebaat" and usually answered with the answer "Hebaaat", I am very happy if they answer that, because there is a special pride for me to be recognized by the community even though it may only be a little." The explanation from Hizbur's brother above proves that there is the use of persuasive communication techniques here, where the band vocalist always repeats his distinctive greeting so that their fans become memorized with these characteristics. This was also emphasized by Wisya's sister when the author asked the same question: "Yes there is, "Allaa Hebaat" and we answer "Hebaaat", so usually when we just performed the vocalist greeted us with that word." So it is clear here that the Aquamarine vocalist's distinctive greeting is remembered by his fans because it is often spoken by the band's vocalist when he is performing. Furthermore, the author asked the question, "When waving or inviting the audience to sing, does the audience follow the direction or orders of the brother?" The answer to this question has actually been represented by the answer to the first question above, but to emphasize this statement, here is the answer from brother Hizbur: "oh yes, almost all of the audience waved their hands when I waved my hand, what is clear is that when I sang the song "Rapuh", they automatically sang along with me." From the results of the interview above, we can know that because often when singing songs, for example the song "Rapuh" the vocalist always waves his hands and invites the audience to sing, the audience will spontaneously join in waving their hands and singing along.

Human Relations Communication Techniques

Is a communication technique based on face-to-face psychological aspects, by changing one's attitude, behavior, and life. The interaction that occurs between the singer and the audience or fans greatly affects the emotional state of both, and can also determine whether the message the communicator wants to convey is conveyed or not. As stated by Hizbur's brother above, that vocalists always interact with the audience such as moving here and there, waving their hands and even inviting the audience to sing, this indicates that there is interaction between the band vocalist and the audience or fans of the band. Aquamarine Band fan, brother Faldi, revealed that "The vocalist of the Aquamarine Band is quite interactive, he always invites us to sing along, because he knows the lyrics, so we sing along. Even if we don't memorize them, we just wave our hands as an expression that we are happy with their songs" (interview dated May 16, 2024). Meanwhile, another fan, sister Merry, gave the opinion that: "We like Aquamarine Band, besides the songs are easy to remember, they are also a band from our own city, so naturally we also like them. Whenever there is a concert or event featuring Aquamarine Band, I always take the time to watch the event, even though it is far away" (interview dated May 16, 2024).

The same opinion was also conveyed by another fan of the Aquamarine Band, namely Wisya: "I often watch shows that have Aquamarine Band as the guest star, no matter what show it is, sometimes the show is a little boring but when Aquamarine Band performs, the boredom can be treated" (interview dated May 16, 2024). From some of the opinions above, it can be seen that the relationship between the Aquamarine Band and its fans is well established and harmonious, this is evident from the words of those who always take the time to watch the performance of their favorite band, sometimes no matter what event it is and where it is. As stated by Faldi about his opinion of the Aquamarine Band: "Aquamarine Band is one of the best bands owned by Bengkulu City, I love Aquamarine Band, therefore I am always present wherever they perform." A good relationship will be created if there is always interaction between the two, where the band's vocalist always appreciates his fans by inviting singing for example or just inviting waving hands.



Figure 1 With Fans

But it is not uncommon after every performance, the fans ask to take pictures together and that is done by every personnel of the Aquamarine Band, all of that as an appreciation for all fans of the Aquamarine Band, because without fans of course the Aquamarine Band is not known and its songs are not remembered, although for now the fans of the Aquamarine Band are not so many and are limited to the young people of Bengkulu city, but that is enough to make us proud of the Aquamarine Band, explained Hizbur.

DISCUSSION

Aquamarine is one of the local bands of Bengkulu city, which certainly wants to provide the best for the community, especially the people of Bengkulu City. Adopting the pop music genre, Aquamarine Band has released several songs, including: Rapuh, Menyerah Pada Hatiimu, Merindumu, but in addition to performing their own songs, Aquamarine band also performs or covers songs belonging to other creators. During their musical career, the song "Rapuh" was quite popular among young people in Bengkulu city, said Aquamarine's vocalist. To attract the interest and sympathy of the community, especially the young people of Bengkulu city, the Aquamarine band always presents songs that are hits or that are loved by many young people. And in every performance, the band's personnel, especially the vocalist, are always active, from greeting the audience, waving their hands or inviting the audience to sing along.

After what the vocalist did, it can be seen that the Aquamarine Band, especially the band's vocalist, has communicated with the audience. Be it communicating directly or with their body language. This means that the Aquamarine Band uses communication techniques in conveying its message to the audience. The communication techniques used by the Aquamarine Band in accordance with what the author examines are Informative communication techniques, this technique can be seen when the band's vocalist tells about the content of the song to be sung

(verbally) and the way the vocalists sing using their body language (non-verbal), Persuasive communication techniques, the use of this technique can be seen when the vocalist greets his fans with his typical greeting, namely "Alla Hebaat" and the fans will answer simultaneously with the word "Hebaat", The core proves that the use of Persuasive communication techniques is successful because the fans of the Aquamarine band are affected by the attitude shown by the vocalist, another example is the waving of hands carried out by the vocalist of the Aquamarine band is always followed by their fans, this is because the vocalist always does the same thing every time he performs, and the last communication technique Human Relations, this technique can be seen from the request for a photo together from their fans. Of the three techniques, all of them are carried out by the Aquamarine Band, especially the vocalist, who indeed interacts more with the audience or fans of the band. In fact, they are often asked to take photos together by their fans. This proves that there is an emotional bond and a close and well-established relationship between the Aquamarine Band and the band's fans.



Figure 2 Of Aquamarine Band During Performance

CONCLUSION

From the results of the interviews that have been described in the previous chapter, it can be concluded that:

1. The Aquamarine Band uses Informative communication techniques in every performance, this can be seen from each of their performances, especially the vocalist always tells in advance the contents of the song to be sung (verbally) and performs or sings the song with full appreciation as well as the use of appropriate body language in accordance with the rhythm of the song (non-verbally).
2. Persuasive Communication Techniques are also carried out by the Aquamarine Band in influencing its fans, this can also be seen where the vocalist of the Aquamarine Band always moves here and there to seek the attention of the audience, greeting the audience or fans with his distinctive greeting as well as at certain times waving his hand and not infrequently inviting the audience to sing along.
3. Human Relations Communication Technique which according to the author is an important communication technique, because without a good relationship established between band personnel and fans, the band will not be recognized by many people. And the Aquamarine Band also uses this communication technique, this can be seen from the fans who ask to take pictures together after each performance of the Aquamarine Band.

LIMITATION

From the above conclusions, the author has several suggestions for the Aquamarine Band, as follows:

1. The Aquamarine Band should be more creative and more active in creating new works so that fans of the Aquamarine Band do not feel bored with the same songs.
2. It is advisable to activate the existing YOUTUBE channel by uploading new videos, which allows the increase of followers of the Aquamarine Band so that the Aquamarine Band is not only known in the city of Bengkulu but can be known more widely, in accordance with the hopes and vision of the Aquamarine Band.

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