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EXAMINING CULTURAL APPEALS IN PERSUASIVE AUDIO AND VIDEO MATERIALS

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Abstract

Studi ini mengeksplorasi peran daya tarik budaya dalam membentuk komunikasi persuasif pada media audio dan video. Daya tarik budaya merujuk pada penggunaan nilai-nilai bersama, kepercayaan, tradisi, dan norma sosial untuk memengaruhi persepsi dan perilaku audiens. Berlandaskan pada studi komunikasi dan budaya, penelitian ini mengkaji bagaimana referensi budaya disisipkan dalam format audio, seperti podcast dan radio, serta dalam format video, termasuk iklan dan konten media digital. Dalam media audio, daya tarik budaya sering disampaikan melalui pilihan bahasa, penceritaan, aksen, dan narasi yang spesifik secara budaya yang selaras dengan identitas dan pengalaman pendengar. Sebaliknya, media video menggabungkan simbol visual, latar, pakaian, dan gestur yang secara lebih eksplisit merepresentasikan konteks budaya dan meningkatkan pengenalan audiens. Dengan menggunakan pendekatan analisis komparatif, studi ini mengevaluasi sampel audio dan video terpilih untuk mengidentifikasi bagaimana elemen budaya ditekankan dan ditafsirkan di berbagai media. Temuan menunjukkan bahwa meskipun kedua format secara efektif memanfaatkan daya tarik budaya, media video memberikan representasi identitas budaya yang lebih langsung dan jelas, sementara audio mendorong interpretasi pribadi dan imajinasi yang lebih mendalam. Sebagai kesimpulan, studi ini berkontribusi pada pemahaman komunikasi persuasif dengan menyoroti pentingnya sensitivitas dan relevansi budaya, serta menawarkan wawasan praktis bagi pembuat konten yang ingin melibatkan audiens yang beragam secara efektif.

Kata-kata kunci: daya tarik budaya, materi audio-video, persuasi

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Abstract. This study explores the role of cultural appeals in shaping persuasive communication in audio and video media. Cultural appeals refer to the use of shared values, beliefs, traditions, and social norms to influence audience perception and behavior. Grounded in communication and cultural studies, this research explores how cultural references are embedded in both audio formats, such as podcasts and radio, and video formats, including advertisements and digital media content. In audio media, cultural appeals are often conveyed through language choice, storytelling, accents, and culturally specific narratives that resonate with listeners' identities and experiences. In contrast, video media incorporate visual symbols, settings, clothing, and gestures that more explicitly represent cultural contexts and enhance audience recognition. Using a comparative analytical approach, this study evaluates selected audio and video samples to identify how cultural elements are emphasized and interpreted across different media. The findings suggest that while both formats effectively employ cultural appeals, video media provide a more immediate and vivid representation of cultural identity, whereas audio fosters deeper personal interpretation and imagination. In conclusion, this study contributes to the understanding of persuasive communication by highlighting the importance of cultural sensitivity and relevance, offering practical insights for content creators aiming to engage diverse audiences effectively.

Keywords: audio-video materials, cultural appeal, persuasion

Introduction

The rapid expansion of digital technologies has transformed the landscape of persuasive communication, particularly through the proliferation of multimedia platforms such as social media, streaming services, podcasts, and short-form video applications. These platforms enable the dissemination of persuasive messages to vast and diverse audiences in real time, creating new opportunities and challenges for communicators (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). As globalization intensifies, communication increasingly transcends national and cultural boundaries, requiring messages to resonate with audiences from varied cultural backgrounds. In this context, the effectiveness of persuasive communication depends not only on the clarity of the message but also on its cultural relevance. Tailoring messages to culturally diverse audiences has become essential for ensuring engagement, comprehension, and impact.

Audio and video media offer distinct yet complementary modes of persuasion. Audio communication relies heavily on vocal elements such as tone, pitch, rhythm, and music to convey meaning and evoke emotions. In contrast, video incorporates visual imagery, narrative structures, and symbolic representations, enabling a richer and more immersive persuasive experience. Storytelling plays a central role in both formats, serving as a mechanism through which audiences connect emotionally with messages. Additionally, persuasive strategies often involve a balance between emotional appeals, which aim to elicit feelings, and rational appeals, which focus on logic and evidence. The interplay between these elements varies across audio and video formats, influencing how audiences perceive and respond to persuasive content.

Cultural appeals refer to the incorporation of culturally specific values, norms, symbols, and practices into persuasive messages. Grounded in communication and cultural theories, these appeals function as bridges between the message and the audience's lived experiences.

Common examples include references to family values, national identity, religious symbolism, gender roles, and culturally specific humor styles (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). By drawing on shared cultural knowledge, such appeals facilitate identification and meaning-making, enhancing the persuasive potential of the message. Cultural appeals enable communicators to create messages that feel familiar, relevant, and emotionally compelling to targeted audiences.

Despite the recognized importance of cultural appeals, there remains a lack of systematic understanding of how these elements operate differently across media formats, particularly between audio and video. Existing research often focuses on one medium in isolation, resulting in limited comparative insights (Chen et al., 2022; Djaborova, 2020; Wirnoto et al., 2023). Furthermore, the use of cultural elements carries inherent risks, including misinterpretation, oversimplification, and the reinforcement of stereotypes. These challenges highlight the need for a more nuanced examination of how cultural appeals function in diverse media environments.

This study aims to identify the types of cultural appeals used in persuasive audio and video media, analyze how these appeals influence audience perception and response, and compare their effectiveness across different formats and cultural contexts. Then, the study is guided by the following questions: What types of cultural appeals are most commonly used in persuasive audio and video? How do these appeals differ between audio and visual formats? How do audiences from different cultural backgrounds interpret these appeals? What factors determine the success or failure of culturally embedded messages?

This research contributes to the advancement of media and communication theory by providing a deeper understanding of culturally embedded persuasion. It also offers practical insights for advertisers, filmmakers, and campaign designers seeking to create culturally sensitive and effective messages. Moreover, the study supports the broader goal of enhancing global communication and fostering cross-cultural understanding.

Method

This study employs a qualitative research design to explore the use and impact of cultural appeals in persuasive audio and video media. A qualitative approach is appropriate for capturing the complexity and nuance of cultural representation and interpretation, which cannot be fully understood through quantitative measures alone. The analysis is conducted using close reading and content analysis, allowing for an in-depth examination of selected media texts. Close reading facilitates a detailed interpretation of narrative structures, symbols, and stylistic elements, while content analysis provides a systematic framework for identifying recurring patterns and themes.

Moreover, thematic analysis is used to categorize different types of cultural appeals and examine their functions within persuasive messages. This approach enables the identification of key themes related to cultural values, identity, and symbolism. Discourse analysis further complements the study by exploring how language and representation shape meaning and influence audience perception. Through this multi-method qualitative approach, the study aims to provide a comprehensive understanding of how cultural appeals operate across media formats and how they contribute to persuasive effectiveness.

Findings and Discussion

Theoretical Foundations of Persuasion and Cultural Communication

Persuasion has long been a central concern in communication studies, with its roots traceable to classical rhetoric. Aristotle's framework of ethos, pathos, and logos remains foundational, emphasizing credibility, emotional appeal, and logical reasoning as key elements of persuasive discourse. These principles continue to inform contemporary analyses of media persuasion. Modern theories have expanded this foundation by incorporating psychological and cognitive perspectives (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). The Elaboration Likelihood Model (ELM) proposes two primary routes to persuasion: the central route, which involves careful consideration of arguments, and the peripheral route, which relies on cues such as emotions or source attractiveness. This distinction is particularly relevant in multimedia contexts, where both routes may operate simultaneously.

Social Judgment Theory further explains how individuals evaluate persuasive messages based on their existing attitudes, suggesting that messages aligned with one's beliefs are more likely to be accepted. Meanwhile, Narrative Transportation Theory highlights the persuasive power of storytelling, arguing that individuals who become immersed in a narrative are more likely to adopt the attitudes presented within it (Chen et al., 2022; Djabborova, 2020; Wirnoto et al., 2023). A critical dimension of these theories is the interplay between emotional and cognitive persuasion. Emotional appeals often drive immediate engagement and memorability, while cognitive appeals contribute to long-term attitude change. In multimedia environments, the integration of these elements is essential for effective persuasion.

Understanding cultural appeals requires engagement between individualism and collectivism. Individualistic cultures emphasize personal achievement and autonomy, while collectivist cultures prioritize group harmony and social relationships. Persuasive messages that align with these values are more likely to resonate with their intended audiences. Cultural dimensions, including power distance and uncertainty avoidance, further illuminate how

cultural values shape communication preferences (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). Additionally, symbolic interactionism provides a micro-level perspective, focusing on how individuals construct meaning through social interaction and shared symbols. This perspective underscores the importance of cultural symbols in shaping audience interpretation.

Cultural Appeals in Audio-Video Media

Cultural appeals are widely used in media to enhance relevance and engagement. These appeals can be categorized based on the values or symbols they evoke, such as tradition, modernity, community, or identity. In advertising, cultural appeals are often employed to build brand identity and foster emotional connections with consumers. In political campaigns, cultural appeals play a crucial role in mobilizing support by invoking shared identities and values (Chen et al., 2022; Djabborova, 2020; Wirnoto et al., 2023). Similarly, public service campaigns use cultural elements to encourage behavior change, such as promoting health practices or environmental awareness. The effectiveness of these appeals depends on their ability to achieve cultural resonance, defined as the alignment between the message and the audience's cultural framework. This alignment ensures that the message is perceived as a natural part of the audience's identity rather than an outside intrusion. When cultural symbols are used correctly, the message bypasses simple logic and connects directly with core beliefs, creating a deeper and more lasting persuasive impact.

Audio media rely on auditory elements to convey persuasive messages. Voice, tone, and pacing can significantly influence how a message is perceived, while music serves as a powerful cultural signifier that evokes specific emotions and associations. Radio, podcasts, and audio advertisements exemplify the use of sound-based persuasion (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). One advantage of audio is its ability to engage the listener's imagination, allowing for a more personalized interpretation of the message. However, the absence of visual cues can also limit the clarity of certain cultural symbols, making audio persuasion both uniquely powerful and potentially ambiguous. The use of local dialects or traditional musical instruments in audio content can further strengthen the sense of familiarity for specific listeners. This creates an intimate atmosphere where sound acts as a strong bridge between the speaker and the audience, even without the need for face-to-face interaction.

Video media combine visual and auditory elements, creating a multisensory persuasive experience. Visual storytelling enables the use of imagery, symbols, colors, and settings to convey complex cultural meanings. The presence of actors and representations further enhances identification and relatability. Video also amplifies emotional impact through facial expressions, body language, and cinematic techniques (Chen et al., 2022; Djabborova, 2020;

Wirnoto et al., 2023). These features make it particularly effective for conveying cultural narratives and values. However, the richness of visual media can also increase the risk of misrepresentation if cultural elements are not accurately depicted.

Cultural Resonance and Its Cultural Acceptance to the Audience

Cultural appeals play a fundamental role in shaping the effectiveness of persuasive communication, particularly in multimedia contexts where audiences are diverse and culturally situated. Central to this process is the concept of cultural resonance, which refers to the extent to which a message aligns with the values, beliefs, and lived experiences of its intended audience (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). When a message resonates culturally, it feels familiar and relevant, allowing audiences to connect with it more deeply. This alignment reduces resistance and enhances the persuasive potential of the message, as individuals are naturally more receptive to ideas that reflect their own cultural frameworks.

Closely linked to cultural resonance is emotional engagement, a key mechanism through which persuasion operates. Emotional engagement involves the ability of a message to evoke feelings such as empathy, nostalgia, pride, or even humor. By tapping into these emotions, a message becomes more relatable and persuasive to the audience. This connection helps people remember the information better and feel more involved in the topic, which eventually makes the communication much more effective and meaningful for everyone involved. Cultural appeals are particularly effective in triggering such emotions because they draw upon shared meanings and collective experiences (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). For instance, references to family traditions or national identity can evoke strong emotional responses that go beyond rational evaluation. These emotional reactions not only capture attention but also increase message retention and influence attitudes, making them central to persuasive success.

Another important dimension of cultural appeals is symbolic representation. This refers to the use of culturally meaningful symbols, images, sounds, or narratives to communicate complex ideas in a concise and impactful manner. Symbols function as a form of shorthand, enabling communicators to convey rich cultural meanings without the need for extensive explanation (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). For example, a traditional song, a specific color, or a familiar cultural setting can instantly communicate values such as heritage, unity, or modernity. The effectiveness of symbolic representation depends on the audience's ability to recognize and interpret these symbols within their cultural context.

Equally significant is the concept of audience identification, which occurs when individuals see themselves, their values, or their experiences reflected in a message. This sense of identification fosters a personal connection between the audience and the content,

increasing engagement and receptivity. When audiences identify with a message, they are more likely to internalize its meaning and be influenced by its persuasive intent (Chen et al., 2022; Djabborova, 2020; Wirnoto et al., 2023). Cultural appeals facilitate this process by incorporating elements that reflect the identity and worldview of the target audience.

Taken together, cultural resonance, emotional engagement, symbolic representation, and audience identification form an integrated framework for understanding how cultural appeals enhance persuasion. These elements interact dynamically, reinforcing one another to create messages that are both meaningful and impactful. However, the effectiveness of this process is not uniform across all media formats (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). Audio and video, for instance, offer different affordances for expressing cultural elements. While audio relies on sound and imagination to evoke cultural meaning, video provides visual and narrative cues that can make cultural references more explicit and immediate. As a result, the success of culturally embedded persuasion depends not only on the content of the message but also on how it is delivered across different media platforms.

Types of Cultural Appeals

The analysis of selected audio and video materials reveals a diverse range of cultural appeals employed to enhance persuasive effectiveness. Among the most prominent are appeals to family and community values, which emphasize interpersonal relationships, collective responsibility, and emotional bonds (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). These appeals are particularly prevalent in campaigns targeting collectivist societies, where familial ties and social harmony play a central role in shaping individual behavior. Messages highlighting parental care, generational continuity, and communal support often evoke strong emotional responses, thereby increasing audience engagement.

National identity and patriotism also emerge as powerful cultural appeals. These messages draw on shared symbols such as flags, national landmarks, and historical narratives to foster a sense of belonging and pride. In both commercial and political contexts, appeals to patriotism can unify audiences and encourage support for a product, policy, or cause. However, the effectiveness of such appeals depends on the audience's existing attachment to national identity and their perception of authenticity (Chen et al., 2022; Djabborova, 2020; Wirnoto et al., 2023). When these symbols are used in a way that feels genuine, they create a strong emotional link between the message and the viewer's sense of home. This connection can turn a simple advertisement into a powerful statement that resonates with the audience on a much more personal and meaningful level.

Tradition and heritage constitute another significant category of cultural appeals. These appeals emphasize continuity with the past, often invoking rituals, customs, and historical practices. In advertising, references to traditional craftsmanship or cultural rituals are frequently used to convey authenticity and trustworthiness (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). At the same time, such appeals can create a sense of nostalgia, which enhances emotional connection and memorability.

In contrast, appeals to modernity and globalization highlight progress, innovation, and cosmopolitan values. These messages often feature urban settings, technological advancements, and diverse representations, appealing to audiences who identify with global culture. The coexistence of traditional and modern appeals within the same campaign reflects the dynamic nature of contemporary cultural identities (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). Then, humor and cultural references serve as effective tools for engagement. Humor often relies on culturally specific knowledge, including language nuances, social norms, and shared experiences. When executed successfully, humorous appeals can increase attention and recall. However, their effectiveness is highly context-dependent, as humor may not translate well across cultures. That is why, using the right kind of humor can break down barriers and make a serious topic feel more approachable. When the audience laughs at a shared cultural joke, they feel a sense of inclusion, which makes them more open to the actual message being delivered through the audio or video content.

Audio and Video Within Its Persuasive Matters

Audio-based persuasion relies heavily on the listener's imagination and emotional interpretation. Without visual cues, audiences are required to construct mental images based on auditory information, making elements such as tone, voice, and music particularly influential (Hamdani et al., 2023; Lau-Gesk, 2003; Ng et al., 2025). The analysis indicates that music functions as a powerful cultural marker, capable of evoking specific emotions and associations. For example, traditional melodies may signal cultural authenticity, while contemporary music may convey modernity and youthfulness.

Voice characteristics, including accent, pitch, and rhythm, also play a crucial role in shaping perception. A familiar accent can enhance relatability and trust, while an authoritative tone can reinforce credibility. The absence of visual elements allows audio messages to achieve a level of intimacy, as listeners often engage with content in personal spaces (Alivi & Suharyono, 2016; G'aybullayevna & Shahobiddinovna, 2025; Rafiuddin et al., 2025). However, this reliance on imagination can also lead to varied interpretations, particularly when cultural references are ambiguous (Agrawal, 2015; Fitch, 2003). In contrast, video persuasion combines auditory and visual elements to create a more immersive and immediate experience.

Visual symbolism enables the direct representation of cultural elements, reducing ambiguity and enhancing clarity. The use of imagery, color, and setting allows communicators to convey complex cultural meanings quickly and effectively. This difference suggests that the way audiences process persuasive messages is strongly influenced by the type of media used. Audio tends to encourage more subjective interpretation, as it relies on listeners' personal experiences and imagination, while also requiring greater cognitive engagement (Ramadhani et al., 2026; Wijaya et al., 2024). As a result, the effectiveness of audio persuasion largely depends on how familiar audiences are with the cultural and contextual cues embedded in the message.

Storytelling is particularly prominent in video media, where narrative structures guide audience interpretation and emotional response. The presence of actors and visual representation facilitates identification, as audiences can see themselves reflected in the characters and scenarios depicted. Additionally, nonverbal cues such as facial expressions and body language amplify emotional impact, making video a powerful medium for persuasive communication (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). While video offers greater expressive capacity, it also introduces challenges related to representation. Misrepresentation or oversimplification of cultural elements can undermine credibility and provoke negative reactions. As such, the effectiveness of video persuasion depends on both the accuracy and sensitivity of its cultural portrayals (Ramadhani et al., 2026; Wijaya et al., 2024).

Effectiveness of Cultural Appeals in Audio-Video Materials

The effectiveness of cultural appeals is influenced by several interrelated factors. Audience familiarity is a key determinant, as individuals are more likely to respond positively to messages that reflect their own cultural experiences. Familiar cultural elements facilitate comprehension and reduce cognitive effort, allowing audiences to engage more deeply with the message. Cultural alignment, or the degree to which a message corresponds with audience values, further enhances persuasive impact. Messages that align with deeply held beliefs are more likely to be accepted, while those that conflict with these beliefs may be rejected or resisted (Chen et al., 2022; Djabborova, 2020; Wirnoto et al., 2023). This finding underscores the importance of cultural research in message design. Message clarity also plays a critical role. Even culturally relevant messages may fail if they are ambiguous or poorly structured. Clear and coherent communication ensures that cultural appeals are understood as intended, minimizing the risk of misinterpretation (Agrawal, 2015; Fitch, 2003). When a message is easy to follow and uses familiar symbols, the audience feels more comfortable and confident in the information they receive. This clarity helps to bridge any gaps between the speaker and the

listener, ensuring that the main points are delivered effectively and leave a positive impression on the target audience.

The analysis also looks at successful campaigns that effectively integrate cultural appeals. These campaigns demonstrate a balance between emotional engagement and cultural authenticity, leveraging familiar symbols and narratives to create meaningful connections with audiences. Notably, successful campaigns often adapt their messages to different cultural contexts, rather than relying on a one-size-fits-all approach (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). Such successful campaigns involve audience interpretation that varies significantly across cultural groups, reflecting differences in values, experiences, and communication styles. Cultural background influences not only how messages are understood but also how they are evaluated. For example, a message emphasizing individual achievement may resonate strongly in individualistic cultures but may be less effective in collectivist contexts, where group harmony is prioritized (Agrawal, 2015; Fitch, 2003).

Moreover, cultural literacy plays a crucial role in shaping interpretation. Audiences with greater exposure to diverse cultures are better equipped to understand and appreciate culturally embedded messages. Conversely, limited cultural knowledge can hinder comprehension and reduce engagement (Agrawal, 2015; Fitch, 2003). These findings highlight the importance of considering audience diversity in the design of persuasive messages.

Comparative Analysis of Audio and Video Materials

A comparative analysis of audio and video media reveals distinct strengths and limitations in their use of cultural appeals. Video is generally more effective in conveying explicit cultural symbols and narratives, due to its visual richness and immediacy. It allows for precise control over representation, reducing ambiguity and enhancing emotional impact (Agrawal, 2015; Fitch, 2003). Audio, on the other hand, offers a more subtle and flexible approach to cultural persuasion. Its reliance on sound and imagination allows for a personalized experience, which can enhance emotional engagement. However, this same characteristic can lead to variability in interpretation, particularly when cultural cues are less visible.

The effectiveness of each medium is highly context-dependent. For messages that rely on visual symbolism and detailed representation, video is likely to be more effective. In contrast, audio may be more suitable for messages that emphasize emotional tone and personal connection (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). The analysis also highlights the growing importance of hybrid media, which combine elements of both audio and video. Platforms such as social media increasingly integrate visual and auditory components, creating new opportunities for culturally embedded persuasion. These hybrid

formats blur the boundaries between traditional media categories, suggesting the need for more integrated approaches to analysis.

The findings of this study reinforce the central role of cultural appeals in persuasive communication, while also highlighting the importance of media format in shaping their effectiveness. By linking these results to the theoretical framework, it becomes evident that cultural resonance, emotional engagement, symbolic representation, and audience identification are key mechanisms through which persuasion occurs (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). Cultural resonance emerges as a critical factor, as messages that align with audience values are more likely to be accepted. This supports existing theories of persuasion, which emphasize the importance of relevance and alignment in influencing attitudes. Emotional engagement further enhances this process, as culturally meaningful symbols and narratives evoke strong emotional responses that facilitate persuasion (Ramadhani et al., 2026; Wijaya et al., 2024).

The differences observed between audio and video media can be explained by their respective affordances. Video's visual capabilities enable more explicit representation of cultural elements, while audio's reliance on sound and imagination allows for a more individualized experience (Beck, 2009; Donelli, 2019; Spotswood & Tapp, 2013). These differences suggest that the effectiveness of cultural appeals is not inherent but contingent on how they are delivered.

Implications for Theory of Persuasion

This study contributes to the advancement of persuasion and cultural communication theories by integrating insights from both fields. It demonstrates that cultural appeals are not merely contextual factors but central components of persuasive strategy. By highlighting the role of media format, the study also extends existing models of persuasion, which often treat communication channels as neutral (Beck, 2009; Donelli, 2019; Spotswood & Tapp, 2013). The findings suggest the need for more dynamic and context-sensitive models that account for the interaction between message content, cultural context, and media format. Such models would provide a more comprehensive understanding of how persuasion operates in contemporary multimedia environments.

The results of this study also have important implications for practitioners across various fields. For advertisers, the findings underscore the importance of cultural research and audience segmentation. Effective campaigns must be tailored to the cultural characteristics of target audiences, incorporating relevant symbols and narratives (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). Media producers can benefit from understanding the strengths and limitations of different formats. By selecting the appropriate medium and

integrating cultural elements effectively, producers can enhance the impact of their content. Similarly, policymakers and campaign designers can use cultural appeals to communicate messages more effectively, particularly in areas such as public health and social awareness.

Moreover, while cultural appeals offer significant advantages, they also raise important ethical considerations. The risk of stereotyping and misrepresentation is a major concern, particularly in global communication contexts (Kasgari et al., 2020; Riza et al., 2025; Yuliastuti et al., 2022). Simplistic or inaccurate portrayals of culture can reinforce harmful stereotypes and undermine the credibility of the message.

Authentic representation is essential for maintaining trust and respect. This requires a nuanced understanding of cultural diversity and a commitment to ethical communication practices. Persuasion should not exploit cultural identities but rather engage with them in a respectful and meaningful way (Beck, 2009; Donelli, 2019; Spotswood & Tapp, 2013). Ethical persuasion also involves transparency and accountability. Communicators must consider the potential impact of their messages on different audiences and strive to avoid harm. By prioritizing cultural sensitivity, practitioners can ensure that persuasive communication contributes positively to cross-cultural understanding.

Conclusion

This study demonstrates that cultural appeals are central to the effectiveness of persuasive communication in both audio and video media. By incorporating culturally relevant values, symbols, and narratives, communicators can enhance audience engagement, foster identification, and increase the likelihood of persuasion. The findings highlight that different types of cultural appeals, such as family values, national identity, tradition, modernity, and humor serve distinct functions and resonate differently across cultural contexts.

The study also reveals that media format plays a crucial role in shaping how cultural appeals are delivered and received. Video media, with its visual richness and narrative capabilities, is particularly effective in conveying explicit cultural meanings and generating immediate emotional impact. In contrast, audio media relies on tone, voice, and music to evoke emotions and stimulate imagination, offering a more personalized but potentially ambiguous experience.

So, the effectiveness of cultural appeals depends on factors such as audience familiarity, cultural alignment, and message clarity. Variations in audience interpretation underscore the importance of cultural literacy and sensitivity in the design of persuasive messages. As multimedia communication continues to evolve, understanding the interaction between culture and media remains essential for both theory and practice.

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