

The Communication Style of Influencers in Developing Adolescent Character on Social Media

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Abstract

Social media has become a primary space for adolescent identity construction, where influencers function as models of communication and behavior. Without adequate control and digital literacy, influencers' communication styles may shape adolescents' character in an uncritical and instantaneous manner, potentially introducing values that diverge from national character ideals. This study aims to analyze how influencers' communication styles on social media affect adolescent character formation. A qualitative descriptive approach with a case study method was employed involving adolescents aged 13–18 years in Magelang City who actively use Instagram and TikTok. Data were collected through in-depth interviews, social media observations, and digital documentation. The data were analyzed using data reduction, data display, and verification techniques. Data validity was ensured through source triangulation and member checking. The findings reveal that persuasive, personal, and expressive communication styles used by influencers significantly influence adolescents' attitudes, values, and character formation in both positive and negative ways. These findings highlight the importance of digital literacy in strengthening adolescent character in the information era. The study provides insights for educators, parents, and policymakers in designing effective digital mentoring strategies and offers a foundation for further research.

Keywords: adolescents, characters, communication style, influencers, social media

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INTRODUCTION

A prominent issue among adolescents today is the nature of virtual communication, which directly influences their character and way of life. Social media has become the primary space for interaction, where influencers are often regarded as role models (Paul, Jagani, and Yadav 2024). The communication style expressed through language, attitudes, and values has a strong influence on the formation of adolescent mindset and behaviors (Balakrishnan 2022). In this context, concerns arise regarding the extent to which these communication styles support or potentially undermine the development of positive character values that should be instilled in younger generations. Consequently, this may hinder the process of cultivating character values during a critical stage of adolescent development.

Adolescents, who are still in the process of self-discovery, tend to be easily influenced by the content they consume intensively (Gorea 2021). When an influencer's communication style is permissive, aggressive, or hedonistic, it can blur the line between constructive and destructive values. Characters such as empathy, honesty, responsibility, and courtesy can be marginalized if there is no mentoring and critical awareness (Warren & Warren, 2023). Therefore, it is essential to conduct an in-depth study to assess the extent to which the influencer's communication style shapes the character of adolescents in the midst of the rapid flow of digital information.

The 21st century presents a life without borders, with globalization, internationalization, and rapid developments in information and communication technology (ICT). These rapid advancements in ICT have introduced various new conveniences into everyday life, fundamentally transforming our perspectives (Farkaš 2024). Thinking orientation is now shifting away from approaches that rely on external sources. This is exemplified by the emergence of tools whether in the form of media or other platforms that are instantaneous and visually driven. The impressions and messages conveyed by these platforms have a learning impact on people regardless of distance (Kreijns et al. 2024).

The Industrial Revolution 4.0 aims to create an autonomous smart manufacturing environment capable of operating in real time. To achieve this vision, Industry 4.0 utilizes innovative technologies such as cyber-physical systems (CPS), the Internet of Things (IoT), and cloud computing (CC), which become the focus of research among academia and industry (Angelopoulos et al. 2019). Multimedia is a combination of various media formats, such as

text, images, graphics, sound, animation, and video, which are combined in a computer system to convey information, messages, or learning materials comprehensively (Komalasari and Rahmat 2019).

The digital revolution has changed the patterns of communication and social interaction, especially among adolescents (Sindakis and Showkat 2024). Social media is now the main space in shaping the views, attitudes, and values of the younger generation (Ausat 2023; Henn et al. 2022). Amidst the overwhelming flow of information, influencers have emerged as central figures who shape adolescent lives through the content they produce. Influencers' communication styles, which encompass message delivery, language choice, self-visualization, and interaction with followers, are often used by adolescents as reference points for self-expression and the construction of social identity. Unconsciously, adolescents tend to imitate the behavior, ways of thinking, and even the lifestyles of the influencers they follow, often without critically filtering the values embedded within them.

Character refers to an individual's pattern of behavior and way of thinking that reflects moral values in everyday life, either in the context of family, school, society, or the nation (Marampa 2021; Siregar and Rachman 2024). Character is not just an outward attitude, but a reflection of one's moral qualities that become the main determinant of human quality (Manullang 2013). In the context of adolescents, character development is a crucial process involving moral knowledge, moral awareness, and concrete actions manifested as moral behavior (Lickona 1996). These three elements are interconnected in forming a strong moral foundation to guide adolescents in making decisions and behaving ethically.

In the era of social media, adolescent character formation is influenced not only by family and school environments but also by public figures they follow most notably, influencers (Wilska et al. 2023). Influencers' communication styles, which include the way they speak, choose words, display self-image, and how to interact with followers, have the potential to be role models that influence the formation of adolescent characters (Nash 2024). When the communication style contains positive values such as empathy, honesty, responsibility, and hard work, it can strengthen the character of adolescents intellectually, emotionally, socially, and ethically (Patiño-Domínguez 2024). Conversely, permissive, manipulative, or unethical communication styles can lead adolescents to weak character formation (Aruoture and Essien

2026). Therefore, influencer communication styles play a strategic role in determining the direction of adolescent character development in the digital era.

The widespread use of social media has positioned influencers as key players in shaping the mindset, lifestyle, and character of adolescents. The high intensity of content exposure means that adolescents are not merely consumers of information but are also vulnerable to adopting the values, attitudes, and behaviors displayed by influencers (Sweeney, Lawlor, and Brady 2022). The problem that arises is the diversity of communication styles used, which do not always reflect positive and constructive values. In many cases, these communication styles actually have the potential to encourage the formation of permissive, consumerist, and even aggressive attitudes among adolescents, especially when messages are delivered persuasively without a strong value foundation (Lučić, Uzelac, and Vidović 2022).

Several studies have examined the communication styles of influencers and their impact on adolescent character formation in social media contexts (Alves de Castro et al. 2022; Balaban et al. 2022; Lajnef 2023; Nash 2024; Reyero et al. 2021; Wilska et al. 2023). A number of studies have discussed the role of influencers in shaping adolescents' behavior and perceptions; however, they generally focus on visual aspects, self-identity, and consumerist lifestyles in social media use. Nevertheless, those studies have not yet fully highlighted influencers' communication styles as a key variable in shaping adolescents' character. Previous research tends to place content as the primary focus, thus paying less attention to the interpersonal communication dimensions established between influencers and their followers.

Therefore, this study offers a different perspective by focusing on the analysis of influencers' communication styles, including language use, message delivery methods, and the patterns of interaction that emerge on social media. This approach enables a more comprehensive understanding of how values such as honesty, empathy, and responsibility can be transmitted to and internalized by adolescents. The novelty of this study lies in its in-depth analysis of these communication elements and their relevance in the context of current social media developments. The findings are expected to provide not only theoretical contributions but also practical implications, particularly in strengthening digital literacy and character education in the digital age.

METHODS

This study employs a descriptive qualitative approach using a case study method, focusing on in-depth descriptions conveyed through words (Moleong, 1989). This method was chosen to gain a deeper understanding of how influencer communication styles affect adolescent character building on social media. The selection of research subjects was carried out using purposive sampling, in which participants were chosen based on specific criteria deemed capable of providing relevant and in-depth data. The research subjects were 15 adolescents aged 13–18 who actively follow influencers on Instagram and TikTok. They were selected using purposive sampling techniques based on the intensity of social media use and engagement with influencer content.

The selected subjects are expected to reveal social phenomena and provide perspectives on the influence of influencers' communication styles on adolescent character formation in social media contexts. Data collection was carried out through three main techniques: (1) In-depth interviews with adolescents about their perceptions, attitudes, and reactions to influencer content. (2) Observation of social media content frequently accessed by the respondents, with a focus on the influencers' communication styles, including verbal language, visual elements, and narrative techniques. (3) Digital documentation in the form of screenshots of interactions or posts that are considered influential by adolescents. Data collection was conducted from January to May 2025, taking into account the various momentum of influencer lifestyle activities. To ensure data validity, this study employed source and method triangulation, which involves comparing data obtained through various data collection techniques (observation, interviews, and documentation) and different sources of information to obtain valid and reliable findings.

The data were analyzed using Miles and Huberman model which includes three main stages: Data Reduction, Data Presentation, and Conclusion Drawing and Verification (Miles, and Huberman 1992). This approach enables the study to provide a comprehensive understanding of how influencers' communication styles contribute to the formation of adolescent character on social media, particularly in shaping values such as honesty, empathy, politeness, and responsibility that can be applied in everyday life.

RESULTS AND DISCUSSION

The Characteristics of Influencers' Communication Styles on Social Media

The results showed that the communication style of influencers on social media plays an important role in developing the character of adolescents, both in positive and in negative ways. Adolescents tend to imitate the way they speak, behave, and express themselves as exemplified by the influencers they follow. Persuasive and educational verbal communication is able to foster positive values such as responsibility, courage, and courtesy in digital interactions (Pratiwi et al. 2023). Meanwhile, communication styles that portray a hedonistic or consumerist lifestyle, or contain negative language, can have a detrimental impact on character development, such as fostering a show-off attitude, rudeness, and a decline in the value of hard work. These findings underscore that social media is not merely a space for entertainment, but also an arena for identity and value formation among adolescents, who are heavily influenced by public figures they perceive as authentic and relevant. The following table shows the distribution of communication styles as described below.

Table 1.

types of communication styles	main characteristics	verbal indicator	nonverbal indicator	example of implementation	impacts on adolescent
Persuasive	aims to influence audiences' opinion and behavior	invitation phrases, strong opinion, storytelling	convincing gesture, eye contact, serious/enthusiastic expressions	product reviews that encourage viewers to buy	increase the tendency to imitate and make impulsive purchasing decisions
Informative	presenting facts, data, or educational information	clear and concise language	visual data, infographics, neutral tone	health education, study tips	enhancing knowledge and critical awareness

types of communication styles	main characteristics	verbal indicator	nonverbal indicator	example of implementation	impacts on adolescent
		based on fact			
Expressive	highlighting emotions and personality	emotional, spontaneous, and personal language	facial expressions, dynamic intonation	sharing personal stories and experiences	strengthening emotional connection and empathy
Interactive	actively engage the audience	live Q&A, comment responses	Polls, Q&A, live interaction	Live streaming, Q&A features	boost engagement and a sense of involvement

Classification of Influencers' Communication Style on Social Media

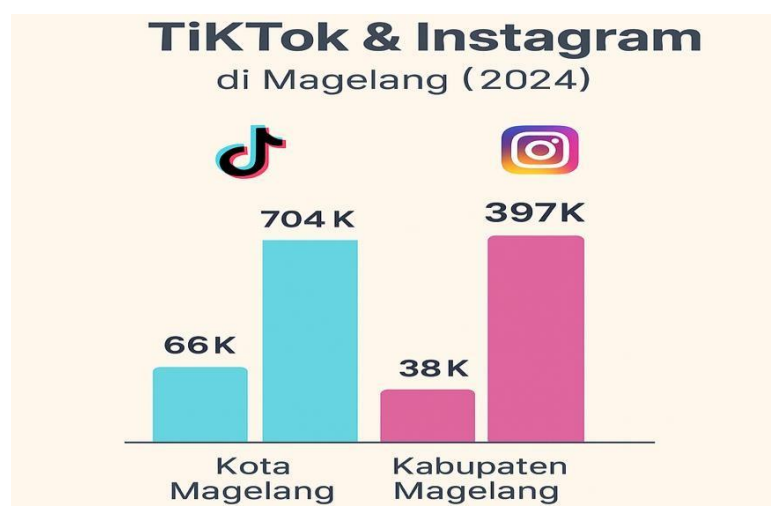
The analysis results show that influencers employ a variety of communication styles that differ in their objectives and in how messages are conveyed verbally and nonverbally. In terms of verbal communication, the observed indicators include word choice, message clarity, and the tone used in each content. Meanwhile, the nonverbal aspect covers facial expressions, body language, and the use of visual elements such as images, videos, and content design. Persuasive styles tend to utilize strong and emotional narratives to influence the audience (Gu, Heerdink, and Van Kleef 2025), whereas informative styles place greater emphasis on the clarity and accuracy of information. The expressive style highlights the influencer's authenticity through emotions and personal experiences, while the interactive style focuses on direct audience engagement through social media features (Gu et al. 2025).

In addition, it was found that influencers adaptively tailor their communication style to the characteristics of a teenage audience that is dynamic, visually oriented, and responsive to trends. This adaptation is evident in the use of casual language, engaging visuals, and the use

of interactive features that encourage active participation. This indicates that the effectiveness of influencer communication is determined not only by the content of the message but also by delivery strategies that align with the preferences of the teenage audience (Fan et al. 2023).

Based on the results of the literature review and examined documents, it was found that social media usage trends in Magelang area exhibit specific patterns that warrant further investigation. Adolescents aged 13-18 years show a high tendency in using TikTok and Instagram. Magelang City has around 66,000 TikTok users and 38,000 Instagram users, while Magelang Regency has 704,000 TikTok users and 397,000 Instagram users. TikTok, which is nationally dominated by users aged 18-24, is very popular with teenagers because the content is short, entertaining, and easy to accept (Marlina & Hakim, 2025). Instagram remains popular among adolescents due to its visual appeal and its ability to support self-expression and personal identity (Kusumaningtyas et al. 2024). The influencers' relaxed, persuasive, and relatable communication style proved to be the main attraction on both platforms. Therefore, communication, education, and campaign approaches targeting adolescents in Magelang area will be more effective if they involve influencers who can convey messages using a communication style that aligns with the characteristics of both the media and their audience. Below is the diagram explain the social media user.

Picture 1.



Social media users in Magelang

The result of the documentation data above depicted that TikTok and Instagram have significant prevalence among adolescents and young adults in Indonesia. The dominance of

female users and the 13-18 age group shows that this platform plays an important role in shaping the perceptions, values, and social behavior of adolescents. Thus, understanding the communication styles of influencers on these two platforms becomes crucial in analyzing their influence on adolescent character formation in the digital era.

Interviews with several adolescents in Magelang area revealed that their primary reasons for using TikTok and Instagram are the platforms' ability to provide instant entertainment, deliver content that is relevant to their daily lives, and serve as a medium for keeping up with current viral trends (the result of R3 interview). The respondents also reported being more interested in following influencer accounts that are communicative, honest, and characterized by a relaxed and easily understandable delivery style (the result of R1, R2, R4, and R5 interviews). They expressed a stronger emotional connection with influencers who present everyday content, practical tips, or motivational messages in a light and approachable manner (Levesque, Hachey, and Pergelova 2023). It shows that the success of communication among adolescents is strongly influenced by a delivery style that is not patronizing, but rather dialogical and touches on their emotional aspects. The following table is the results of interviews with several respondents.

Table 2.

Respondent Initials	Data reduction	Data Display (Summary of Findings)	Conclusion / Verification
R1	Enjoy humorous and inspirational content from influencers and tend to follow their fashion styles and ways of speaking.	Humorous and relaxed communication style is considered attractive and easy to imitate.	Influencer verbal communication has an effect on adolescent self-expression.

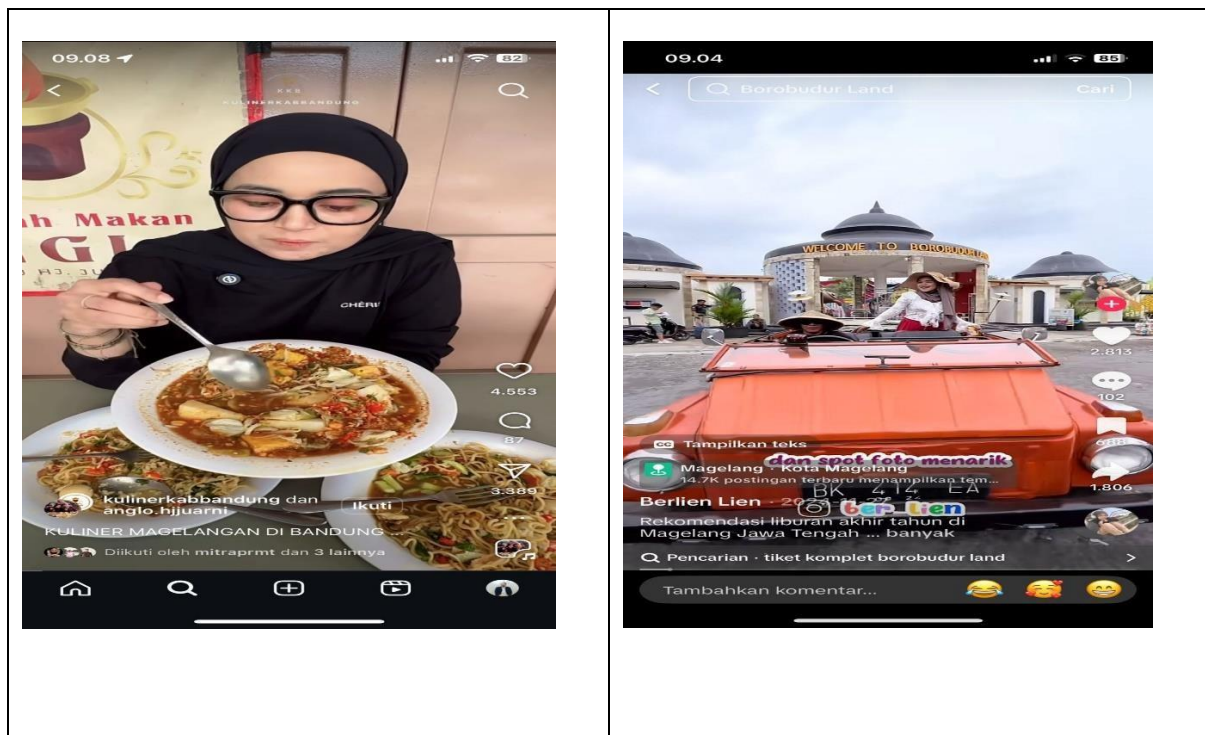
R2	Follow influencers who often provide motivation and life advice.	Influencers with an educational style tend to form values of responsibility and hard work.	The value conveyed by influencers can strengthen positive character.
R3	Imitate facial expressions, speaking styles, and the interaction patterns of influencers when creating their own content.	Influencers nonverbal communication becomes role models of adolescent social expression.	Nonverbal communication affects self-confidence and social interaction.
R4	Influenced by the luxurious lifestyles portrayed by influencers and feel compelled to follow trends in order to gain peer recognition.	Influencer self-visualization shapes consumptive behavior.	Hedonistic visual exposure can undermine simple character and responsibility.
R5	Frequently observe influencers responding to comments in a polite and open manner, and they tend to follow this style when interacting on social media.	Influencers' social interactions have an impact on adolescence' online manners.	Influencer responses become models of adolescent digital social behavior.

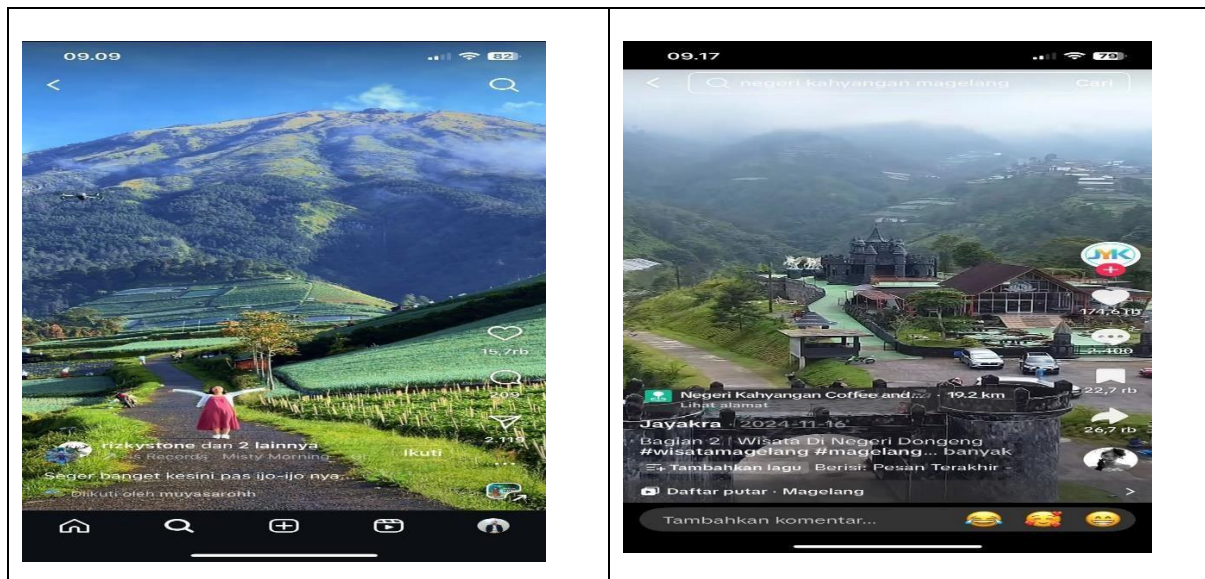
The result of the interview

Based on the interviews, it is evident that influencers' communication styles, verbal, nonverbal, and visual, have a significant impact on adolescent character formation. Humorous

and educational verbal communication encourages adolescents to express themselves confidently and foster positive values such as responsibility and hard work (Manosuthikit 2025). Meanwhile, interesting nonverbal communication such as facial expressions and ways of interacting become models in building self-confidence and social skills (Pang, Zhou, and Chu 2024). However, the portrayal of a luxurious lifestyle by influencers can encourage consumerist behavior and undermine a simple, down-to-earth character. On the other hand, polite and open interactions from influencers set a positive example in the ethics of adolescent digital communication (Vizcaíno-Verdú et al. 2025). The following is a compilation of content from Instagram and TikTok influencers who play a significant role in actualization, implementation, and promotion in various matters related to tourism, culinary, economy, and life.

Picture 2.

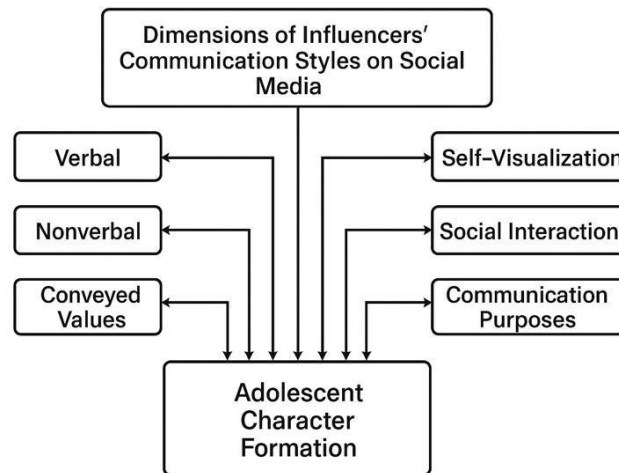




Characteristics of Influencer Style in Communication

The pictures above illustrate how influencers on Instagram and TikTok function not only as conveyors of information but also as role models in digital communication ethics. Through polite and open interactions, they set a positive example for adolescents in communicating on social media (Paddock and Bell 2024). This documentation shows how influencers actualize their roles in areas such as tourism promotion, culinary arts, the creative economy, and daily life. Through a persuasive yet respectful communication style, they succeed in fostering audience trust and engagement, while also encouraging adolescents to imitate positive attitudes in their digital interactions. Persuasive and polite communication styles allow them to build trust, increase digital engagement, and encourage teens to imitate positive attitudes on social media (Perry 2025). Similarly, the dimensions of communication style will form a character that has an impact on habits and role models. The following presents the flow of the dimensions of influencers' communication styles on social media.

Picture 3.



The flow of the dimensions of influencers' communication styles on social media.

The dimensions of influencer communication style on social media include various aspects that can indirectly or directly shape the character of adolescents. Verbal aspects such as word choice, language style, and tone affect the way adolescents understand and imitate speech patterns that they find interesting or relevant. Influencers who convey messages politely and educatively have the potential to strengthen the value of positive character, while provocative or sarcastic communication styles can trigger negative responses (Alcosero and Gomez 2022). Nonverbal aspects, including facial expressions, gestures, and voice intonation, also create a strong emotional impression and psychological closeness, thus strengthening the influence of the message conveyed (Wang and Ruiz 2021). Self-visualization through clothing style, content background, and visual aesthetics also conveys implicit messages about lifestyle, identity, and the values perceived as ideal by adolescents (Traversa 2023).

Furthermore, the dimensions of social interaction and conveyed values serve as key indicators in assessing the extent to which influencer communication can instill character (Silva, Farias, and Silva 2023). Responses to comments and interaction styles that are open or persuasive can provide a more meaningful digital experience, foster empathy, and promote the learning of positive social norms (Khadpe, Kulkarni, and Kaufman 2022). The moral content of messages—whether oriented toward responsibility, hard work, or, conversely, promoting hedonism—shapes adolescents' perceptions of life values (Remiswal et al. 2021). Finally, the purpose of influencer communication determines the direction and impact of the messages adolescents receive. Influencers who educate and inspire tend to contribute more to character

formation, compared to those who only focus on promotion and entertainment (Brooks et al. 2021; Croes and Bartels 2021). Thus, these six dimensions indicate that the communication style of influencers is an important instrument in shaping or even changing the character of adolescents in the digital age.

The Impact of Influencers' Communication Styles on Adolescent Character Development

Influencers' communication styles have been shown to have a significant impact on adolescent character development through processes of emotional closeness, self-identification, and the internalization of values (Sweeney et al. 2022). Analysis results indicate that persuasive, expressive, and interactive communication styles are effective at capturing adolescents' attention and building relationships that feel personal, making the messages conveyed easier to accept and emulate. In a positive context, content containing educational and moral values encourages adolescents to boost their self-confidence, develop empathy, and foster healthier patterns of social interaction. However, on the other hand, communication styles that emphasize consumptive, hedonistic, or social pressure aspects also have the potential to trigger less constructive imitative behavior.

These findings indicate that the impact of influencers is not singular but depends on the quality of the messages conveyed and the adolescents' ability to interpret and filter information; thus, character development results from the interaction between the influencer's communication strategies and the individual's critical capacity. The coding table below illustrates the impact of influencers' communication styles

Table 3.

Code of Data	Finding	Open Coding	Axial Coding	Selective Coding
D1	casual, friendly tone	casual language style	influencer communication style	emotional closeness as an influence trigger

Code of Data	Finding	Open Coding	Axial Coding	Selective Coding
D2	inspire people to be better	self-motivation	positive impact	internalization of values and behaviors
D3	the desire to buy the items they use	consumerism impulses	negative impact	duality of impacts (positive–negative)
D4	sharing personal life experiences fosters a sense of relatability.	self-identification	adolescents' psychological responses	internalization of values and behaviors
D5	feeling closer because of frequent interaction	emotional closeness	adolescents' psychological responses	emotional closeness as an influence trigger
D6	a need to follow lifestyle trends to avoid being left behind	social pressure	negative impact	duality of impacts (positive–negative)

The Impact of Integrated Influencer Communication Styles

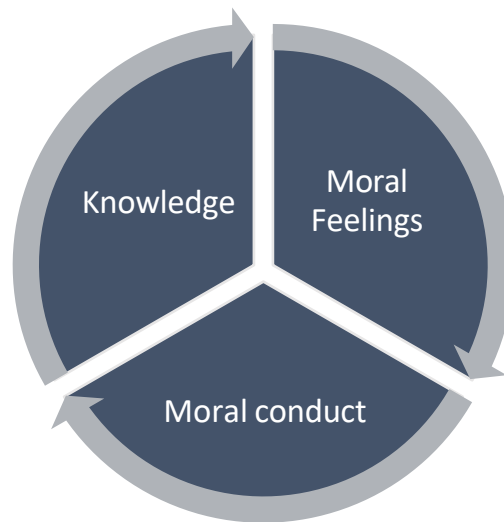
Analysis of the coding data indicates that the influencer’s casual communication style, which resembles friendly interaction (D1), serves as an initial factor in building emotional closeness with adolescents, which is then reinforced through the intensity of interaction (D5). This closeness triggers a process of self-identification (D4), in which adolescents feel they share similar experiences with the influencer, making them more open to the messages conveyed. Consequently, positive values such as the motivation to improve (D2) can be internalized and manifested in real-world behavior. However, the same process also creates space for negative effects to emerge, such as consumerist impulses (D3) and social pressure to adopt a certain lifestyle (D6). This underscores the duality of impact, where an influencer’s communication style functions not only as a means of conveying messages but also as a

mechanism for shaping behavior that is heavily influenced by emotional closeness and adolescents' psychological responses.

Influencers' communication styles significantly contribute to shaping adolescents' values, attitudes, and behaviors, both positively and negatively. Through persuasive, expressive, and interactive approaches, influencers are able to build emotional connection that makes their messages easier to accept and internalize. This phenomenon aligns with *Albert Bandura's Social Learning Theory*, which explains that individuals learn through observation, imitation, and modeling of figures they perceive as relevant (Bandura 1977). In the context of social media, influencers serve as models whose behaviors are observed and have the potential to be imitated by adolescents. Positive impacts emerge when the content shared is educational, inspirational, and imbued with moral values, thereby fostering self-confidence, healthy social interaction, and a productive lifestyle (Gu et al. 2025). Conversely, communication styles that normalize consumptive, hedonistic, or aggressive behaviors can trigger the imitation of negative behaviors. This process is influenced by attention, retention, reproduction, and motivation, and is reinforced by the intensity of content exposure. However, this influence is not absolute, as it is also shaped by adolescents' digital literacy, social environment, and critical thinking skills in filtering information (Fan et al. 2023).

The diverse communication styles of influencers can shape adolescents' character through their role-modeling and the power of habit. It plays a significant role in shaping the character of today's adolescents, particularly given the influence of social media. Thus, the character development of adolescents in the social media era is not only determined by influencers' communication styles as behavioral models but also by the social context and individuals' capacity to process and evaluate the messages they receive. The integration of influencer communication approaches with the *Social Learning Theory* provides a more comprehensive analytical framework for understanding the dynamics of adolescent character development in the digital age. The following presents influencers' communication styles in relation to Lickona's theory of character formation.

Picture 4.



Influencer's communication styles (Lickona, 1998)

Based on the diagram above, influencers' communication styles in shaping adolescent character on social media are strongly aligned with Lickona's character education theory, which encompasses three core components: moral knowledge, moral feeling, and moral action. In the context of social media, influencer communication styles convey information and internalize moral values that can shape adolescent knowledge of what is right and wrong. The values of right and wrong are meaningful in building good character. Character is interpreted as attitudes and behaviors that shape a person to be good or bad (Mazid, Sundawa, and Prasetyo 2023; Mazid, Wulansari, and Hasanah 2025). The use of positive language, the selection of educational topics, and narratives that build awareness of social responsibility will contribute to the formation of adolescent moral knowledge. Through this communication style, adolescents learn to recognize values such as honesty, empathy, and hard work, which become part of the cognitive structure of their character.

Furthermore, the communication style of influencers also plays a role in shaping the moral feelings and moral actions of adolescents. Moral feelings include affective aspects such as empathy, self-esteem, self-control, and love of kindness (Abdul Kadir 2024). Influencers who are able to show concern for social issues, display self-control, and voice positive values will move the emotional side of adolescents to feel morally involved. In the end, this can encourage adolescents to take concrete moral actions, such as being polite in digital interactions, showing respect for differences, and being a responsible person in everyday life

(Matuk et al. 2021). Therefore, analysis of influencer communication styles becomes important to see the extent to which social media contributes to the holistic development of adolescent character according to Lickona's theory. Thus, influencers' communication styles on social media play a crucial role in the holistic formation of adolescent character, as outlined in Lickona's theory. They influence adolescents' moral knowledge, moral feelings, and moral actions by conveying positive values implicitly through digital content and interactions.

Influencers' communication styles have a significant impact on the character development of adolescents, with two main trends. First, positive influence comes from influencers who use a persuasive and personal communication style, particularly when conveying inspirational messages or stories of life struggles. This encourages adolescents to be more honest, courageous, and responsible. Second, negative influence is evident in content that highlights consumerism, hedonism, or hate speech, which encourages adolescents to imitate behaviors such as using coarse language, flaunting wealth, and glorifying an instant lifestyle—ultimately eroding the values of hard work and simplicity. Furthermore, the emotional connection and credibility of influencers are key factors in the effectiveness of this influence, as teenagers are more easily swayed by figures perceived as authentic and relatable (Wang et al. 2025). Therefore, improving digital literacy is crucial so that teenagers can be more critical in responding to the various content they consume, enabling them to choose positive influences and reject negative influences from social media influencers.

The theoretical implications of this study on how influencers' communication styles shape adolescents' character development on social media enrich research in the field of communication, particularly regarding theories of interpersonal communication, persuasive communication, and digital media. This study reinforces the understanding that communication styles—such as assertive, expressive, or persuasive—have a significant influence on shaping the values, attitudes, and behaviors of adolescent audiences. Furthermore, the findings from this study can also serve as a foundation for developing new communication models that are more contextual to the digital era, where interactions no longer occur face-to-face but are mediated by social media platforms with unique characteristics such as interactivity, algorithms, and content visualization.

In practical terms, this study provides guidance for influencers, educators, and parents in understanding how communication on social media can influence adolescents' character development. Influencers can adopt a more educational, empathetic, and responsible

communication style to convey positive messages. Meanwhile, parents and educators can be more proactive in promoting digital literacy and guiding adolescents in their consumption of social media content. For policymakers, the findings of this study can also serve as a basis for formulating regulations or campaigns that promote healthy and ethical social media use among adolescents.

CONCLUSION

The communication style of influencers on social media plays a crucial role in shaping the character of adolescents because it not only affects the way they think, but also their feelings and actions in everyday life. Influencer communication style has a significant effect on adolescent character formation, with two main tendencies. First, positive influence arises from influencers who adopt a communicative, persuasive, and personal communication style, particularly when conveying inspirational messages or life struggle stories, which encourage adolescents to be more honest, courageous, and responsible. Second, negative influence is observed in content that emphasizes consumerism, hedonism, or hate speech, thereby encouraging behaviors such as the use of offensive language, ostentatious displays of wealth, and the glorification of an instant lifestyle factors that collectively erode the values of hard work and modesty. In addition, emotional closeness and the perceived credibility of influencers are key factors in the effectiveness of their influence, as adolescents are more easily affected by figures they perceive as authentic and relatable.

Therefore, increasing digital literacy is essential so that adolescents are able to sort and assess content critically. The active role of parents and educators is also needed to provide assistance, guidance, and concrete examples in managing the influence of social media. Through this synergy, adolescent character is expected to grow and develop in a healthy and balanced manner, equipping them to face the challenges and dynamics of life in the current digital era. This study has limitations regarding the number of informants and the scope of social media platforms, therefore it does not yet fully represent the diversity of adolescents and influencer content. Furthermore, the qualitative approach used means the study's findings cannot yet be broadly generalized. Hence, future research is recommended to employ a mixed-methods or quantitative approach with a larger sample size, as well as expand the analysis to

include various platforms and other variables such as digital literacy, family background, and adolescent psychological factors to yield more comprehensive results.

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