

ABSTRACT

Youtube became the social media that got the first most favorite rating in Indonesia, by looking at the opportunities that exist on YouTube, there is now a new profession that is youtuber, one of which is Arif Muhammad who has 5.1 million Subscribers within two years. Arif Muhammad is a Youtuber who has a unique and distinctive communication style. The purpose of this study is to describe Arif Muhammad's communication style in Arif Muhammad's Youtube video content in the "Beti Family" series. This study uses qualitative traditions using a descriptive case study approach. The results of the study found that there was verbal and nonverbal communication used by Arif Muhammad in the "Beti Family" series. Arif Muhammad made video content using the Binjai area Language and dialect by raising stories about based on personal experience and imagination of Arif Muhammad always slipped inspirational messages for his audience.

Keyword: Communication Style, verbal and nonverbal communication