

Adoption of Persuasion Communication of Young Mothers in Multi-Level Marketing (MLM) Business Development

Vina Mahdalena *, , Lusia Handayani , and Uljanatunnisa 

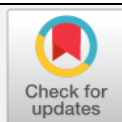
Department of Communication Science, Faculty of Social and Political Sciences,
Universitas Pembangunan Nasional Veteran Jakarta, Cilandak, South Jakarta City, 12450,
Special Capital Region of Jakarta Province, Indonesia

* Corresponding Author: vinamahdalena@upnvj.ac.id

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ABSTRACT

Business competition has given birth to a network marketing system or what is commonly referred to as Network Marketing. The utilization used in Network Marketing, or what we currently know as MLM (Multi-Level Marketing), uses a network system where interpersonal communication is required both between MLM members and communication between members, customers, and prospective consultants. The interpersonal communication of consultants determines MLM business. How do they apply persuasive communication to persuade consumers or other consultants to join their network? This research uses a case study method. The results illustrate three important things young mothers do when running an MLM business to build the household economy. First, a trustworthy communicator will build credibility. Second, I need to understand how to convey messages in the MLM trading system; third, I need to choose communication channels that follow the objectives.

Keywords: Household Economy; MLM (Multi-Level Marketing); Network Marketing; Persuasive Communication; Young Mothers

1. Introduction

Business competition has given rise to a marketing system known as a marketing network. The system used in marketing networks, now known as MLM (Multi-Level Marketing), utilizes network communication, where interpersonal communication is crucial between MLM members and between members and consumers. Industries like this leverage persuasive communication packaged with interpersonal relationships between sellers and buyers. The closeness built facilitates the marketing process conducted with effective persuasive communication. The success factors of persuasive communication in MLM business utilize Aristotelian rhetoric theory (*ethos*, *pathos*, and *logos*) (Ab Rashid et al., 2016; Sukarno et al., 2021). Socialization communication among MLM members has also been proven to positively influence member cooperation, resulting in direct and indirect effects on sales (Sparks & Schenk, 2006).

MLM business has been proven to help the country's economy. Minister of Trade of the Republic of Indonesia, Agus Suparmanto, mentioned that direct sales are one of the business sectors that can keep Indonesia's economy running amidst the COVID-19 pandemic. He explained that the uniqueness and strength of the business sector, usually known as Multi-Level Marketing (MLM), lies in its business system, which relies on the marketing network of its business partners. Based on the annual activity report from 147 companies, in 2019, direct sales companies in Indonesia recorded sales transactions of IDR14.7 trillion involving 5.3 million business partners (Rachman, 2020).

The success of MLM businesses has been demonstrated in previous studies by adopting a 5-dimensional strategy when developing MLM businesses such as Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to Experiences can contribute to social change by increasing success levels among MLM consultants, thus reducing unemployment, and generating positive effects on the economy (Gulabdin et al., 2020). This is related to the concept of empowering young mothers, which researchers have taken as the focus of research in the case of MLM business development.

Persuasive statements spread across various social media platforms about MLM businesses and empowerment have inspired others to participate and try this business. In previous studies, words like "many Americans need income" can persuade people to enter the MLM business because it is felt to be truly needed, especially during a pandemic like the current one (Fluegel & King, 2022). The novelty of this research lies in analyzing the four traditional elements of persuasive communication, focusing on empowering young mothers in MLM businesses.

In the Indonesian Direct Selling Association (Asosiasi Penjualan Langsung Indonesia or APLI), it is stated that MLM is a marketing method for goods and/or services from direct selling systems through marketing programs at more than one level, where business partners earn sales commissions and sales bonuses from their own sales and network members within their group. During the pandemic, the direct selling industry faced significant challenges. Nevertheless, APLI believes that the pandemic conditions will enable the industry to adapt amidst the increasing digitalization. APLI is an organization that serves as a place of unity and gathering for direct selling companies, including companies that operate sales through a multi-level system (MLM) in Indonesia. APLI itself aims to oversee many MLM companies that officially operate in Indonesia to avoid disguised MLM practices. Approximately 60 legal MLM names are recorded as members of APLI, including Oriflame, Tupperware, Tianshi, CNI, High Dessert (HD), Herbalife, Sophie Martin, Jafra, and others (Yulian, 2022).

Oriflame is a beauty company from Sweden that has a direct selling approach in over 60 countries. Oriflame's advantage lies in the quality of its products, from packaging to the

effective use of natural ingredients suitable for Indonesian skin (Madjegu et al., 2019). Oriflame has been awarded the Top Brand Award in 2018 (Watuna, 2020) and ranked second after The Body Shop brand in 2023. In the direct selling system, Oriflame remains the top choice for customers when purchasing products based on their trust in the consultants.

Several aspects to consider in a healthy MLM business (not a pyramid scheme/money game) include: (1) Registration fees are reasonable and not excessively high, with no obligation to purchase products immediately upon registration. (2) Responsible products/services are offered. (3) All upper or lower-level members have equal opportunities. (4) Success is determined by network and product sales. (5) Products can be used to meet members' needs, and there is continuous purchasing by members, resulting in continuous turnover even if there is no increase in new members. (6) Registered with APLI (Arum, 2012).

Members of this business vary from celebrities to homemakers and teenagers. This study focuses on young mothers engaged in MLM businesses to empower themselves as independent women who can contribute to family economics. Young mothers typically have a wide circle of friends. Through these interpersonal relationships, they can persuade others to purchase the products sold or offer to join the business they are involved in.

The interpersonal communication skills of a consultant heavily influence the success of MLM businesses. How do they influence consumers or other consultants within their network? Interpersonal communication is not only about establishing communication initially but also about maintaining that communication to be consistently effective and positively received by the communicants. This research will delve into the methods employed by young mothers in implementing persuasive communication in the MLM business they are developing.

2. Literature Review

2.1. Interpersonal Communication

Interpersonal communication occurs in a face-to-face situation between two or more people, either in an organized manner or in a crowd (Wiryanto, 2006). Originally, interpersonal communication referred to face-to-face communication between people. Contemporary views of interpersonal communication incorporate a technological lens. Investigating how relationships begin, maintenance, and termination characterize many interpersonal contexts (West et al., 2010). Interpersonal communication is communication that occurs between two individuals to reach an understanding. Usually, interpersonal communication involves two people who know each other, such as friends, coworkers, or family, and there are elements of warmth, trust, help, and confidence. Our relationships with others often involve positive relationships that allow them to last (Wok et al., 2006). So, interpersonal communication involves two people, face-to-face or using certain media, whose ultimate goal is behavior change. It is said to be effective if they have a common meaning.

Previous research has proven interpersonal ways of building relationships between consultants and consumers, which states that personality elements and interpersonal identification can bring success to MLM business development (Gulabdin et al., 2020). Interpersonal communication between MLM members can increase cooperation in a business network (Sparks & Schenk, 2006).

2.2. Traditional Elements of Persuasive Communication

Persuasive communication is needed to persuade someone to comply with the message. This research uses the concept of persuasive communication to analyze how young mothers develop MLM businesses. Some elements and techniques of persuasive communication helped

the author develop a question guide related to implementing communication behaviors carried out when interacting with team networks and customers.

2.2.1. Source

Source credibility, the majority of concepts studied in persuasion, refers to how audiences should perceive a trustworthy communicator. It seems intuitive that the source of a message has a good relationship with the content of the message being delivered. That's why companies pay top dollar for spokespeople to become brand ambassadors or influencers of their goods and services. Although not many celebrities can sell many products. The match-up hypothesis suggests that the source and the brand must be well-matched (Eadie, 2009). Some research results prove that the credibility of online sources depends on the communicator and the context of the information (Tuzahra, 2021). The three main models of communicator credibility, namely the factor model, helps determine the extent to which the recipient judges the source as credible, the functional model looks at the extent to which the source's credibility meets the recipient's needs, and the constructivist model analyzes what the recipient does with the message conveyed by the source. The results of previous research recommend that one should package oneself so that what is given to others can be an advantage. This point is the top priority of all people to be seen as relevant (Umeogu, 2012).

The message's communicator is the MLM consultant, the source of information on goods or various things about the MLM business. There are several characteristics in building a source's credibility: (1) Expertise: the consultant must have the ability or be an expert in his field. Knowledge and experience related to MLM can be increased by reading the guidelines provided, attending trainings held, duplicating successful uplines, and training yourself to make presentations in front of people. When the consultant is proficient enough, there will be (2) Trustworthiness: trust in one's abilities. If you already have the trust of the communicant, it will be easier to enter the emotional approach as in the previous discussion. (3) Goodwill: the goodwill shown by the consultant, for example, can be seen in the relationship between upline and downline (Eadie, 2009).

2.2.2. Message

First, the order of the message is a determining factor in the success of persuasion communication. There are different types of arguments: strong and weak. The placement of arguments in previous research on this topic suggests including your best arguments early (anti-climax order) or last (climax order) rather than sandwiching them in the middle (pyramid order). Other research suggests that messages presented first have more influence, the primacy effect, but messages presented last may have an advantage, the recency effect (Murphy et al., 2006). Persuasive messages are closely related to the time factor, especially when people hear a message multiple times and then wait a while before making a decision. The first message tends to be more influential. On the other hand, when people hear one message, wait a while before hearing the opposite message, and then decide as soon as possible afterward, the second message tends to be more influential (Eadie, 2009).

The second is inoculation. The two keys to this component are threat and refutational preemption. Threats challenge people's attention, motivating them to reinforce their behavior. Refutational preemption, processed at the next level of threat denial, provides the ammunition needed to support the behavior to resist the attack (Eadie, 2009). Previous literature provides evidence that inoculation messages reduce the negative effects of misinformation, as assessed by resistance-related actions, attitudes, and intentions (Iles et al., 2021).

Third, regarding one-sided and two-sided messages, the importance of the inoculation rebuttal component is related to the field of research on message partisanship. The research asks whether communicators present their side of the argument or oppose the argument as well. The answer depends on the nature of the argument being presented. In particular, two-sided messages (including both supporting and opposing messages) are more persuasive than one-sided arguments when the opposing message can be refuted. The one-sided message is more persuasive if the opposing message is raised but not refuted. Then, the best way is to use a two-sided message rebuttal approach. Previous research proved one-sided messages are more effective than two-sided messages in shallot farmer groups when given a socialization video on Good Agricultural Practices (GAP) (Mahdalena et al., 2018). In another finding that links message alignment to culture, two-sided advertisements are more effective for consumers with a higher tolerance for contradictions (e.g., Easterners) than consumers with a lower tolerance for contradictions (e.g., Westerners) (Ertz et al., 2021).

Fourth is the exposure effect; the more we are exposed to a familiar stimulus, the more positively we evaluate it (Harmon-Jones & Allen, 2001). However, different research results show that exposure does not always occur for every repeated image part of an advertisement and that attention will modulate the exposure effect for advertising images (Yagi & Inoue, 2018).

Fifth, statistical and narrative evidence; narrative evidence is anecdotal evidence conveyed as a story, presented as a case study, or related as personal accounts. Statistical evidence consists of averages, percentages, and other numerical evidence (Eadie, 2009). Previous research found that messages with statistical evidence obtained greater results in all cognitive reactions, while narrative evidence obtained greater results for all affective reactions (Kopfman et al., 1998). In contrast to previous results, this study proved that anecdotes in persuasive messages relevant to readers are not useful, especially when statistical evidence is included. Responses related to comprehension showed that only a minority of participants understood the relationship between anecdotal and statistical evidence (Hornikx, 2018).

Sixth, fear appeals and other motivations, messages with fear tendencies effectively influence attitudes, intentions, and behaviors (Tannenbaum et al., 2015). Other types of motivational words are guilt, humor, patriotism, pity, and sex (Eadie, 2009).

2.2.3. Channel

First is language; the two most important elements of language are intensity and power. Intensity refers to emotion, metaphor, dogma, and emphatic and evaluative language. The second form of language is the strength of the language, and the stronger it is, the more convinced the other person listening will be of the words (Eadie, 2009). Research shows that intensive language use is stronger than non-intensive language, and negative evaluations are stronger than positive ones (Liebrecht et al., 2019).

Second, nonverbal behavior is very persuasive when there is a closeness factor and communicating warmly and engaging with others. Nonverbal behaviors such as eye contact, touch, open body position, smiles, and pleasant voice stress are associated with increased effectiveness of communication fulfillment in various contexts. Nonverbal cues can also aid a halo effect where people judge based on first impressions (Eadie, 2009).

2.2.4. Recipients

First, gender: although some early research suggested that women were more persuadable than men (Eaton et al., 2017), later research showed no difference and, of course,

tried to explain when gender differences could be expected. Some research, for example, finds support for cross-sex influence, where people are more easily influenced by members of the opposite gender than by members of the same gender (Eadie, 2009).

Second, culture plays a major role in how people respond to influence efforts. Some structures are individualistic, valuing the freedom and goals of the individual over those of the group. Others are collectivistic, valuing harmony, conformity, and relating to others (Eadie, 2009). Thus, messages with personal goals tend to be more effective in individualistic cultures, while those emphasizing group and family benefits tend to be more effective in collectivistic cultures.

Third, traits are categorized into two groups. First, people highly in need of cognition seek information empirically and rationally, pay more attention to the relevance of information, and tend to be persuaded by strong arguments. Those who are low in need of cognition are influenced by the properties surrounding them (attractive sources, brand loyalty) (Briñol & Petty, 2005). Second, dogmatic/authoritarian people see the world as “black and white” and follow authoritarian leaders blindly. Thus, they tend to be violent and difficult to persuade unless the source becomes a respected authority (Eadie, 2009).

2.3. Young Mothers

A mother is a woman who naturally gives birth to children. The role of the mother in the child's future includes 1) mother as a child protector; 2) mother as a child observer; 3) mother as a child lover; 4) mother as a doctor; 5) mother as an educator; 6) mother as a funder to meet the needs of her children (Surahman, 2019). The last role makes a mother more motivated to be able to generate income to meet family needs.

The young mothers referred to in this study are women aged 20 to 35 with the status of mother. The young mothers who became informants in this study joined Oriflame, had a monthly income, and built a business by trading and looking for recruits.

The results showed that the MLM program “Generasi Berencana (Genre)” reduced the rate of early marriage in adolescents (Murti & Chudlori, 2019). Other research explains that the MLM business can help increase community empowerment, especially among homemakers, which is one of the targets of developing this business (Ariani & Rosita, 2020).

3. Research Methodology

This research method is a case study. The author tries to reveal some uniqueness in the case taken, starting from the research target that focuses on one MLM company, Oriflame, and the research informants who are partners of the company. The partners in question are consultants and customers. This research used an intrinsic case study because it discusses and discusses the case internally without any other external elements (Kriyantono, 2014).

This research's primary and secondary data collection methods are primary and secondary. The primary method is interviewing several informants: two Oriflame consultants and two customers. The characteristics of the research informants include:

- 1) Consultant 1 (KD 1), a 28-year-old housewife, has been doing Oriflame business for three years. (upline)
- 2) Consultant 2 (KD 2), a housewife selling various products (kitchen tools, cosmetics, clothing), aged 33 years, for six months doing Oriflame business. (downline)
- 3) Customer 1 (P1), mother, working, 35 years old, a buyer who regularly purchases Oriflame from the consultant. She is not registered as a member because she is not proficient in selling.

- 4) Customer 2 (P2), housewife, 30 years old, a buyer who is quite interested in the business but has not decided to register as a member because she is not sure she can consistently run an MLM business.

Secondary data collection is by looking for various data documentation and observations researchers make. Data analysis conducted by researchers involves data collection, reducing data, presenting data, and drawing conclusions (Miles et al., 2014). The sampling technique used is a snowball, which is used to search for one of the largest networks in Jakarta and then look for related informants from the main source.

4. Results and Discussion

4.1. The Importance of Communicators in MLM Business

Oriflame's business network comprises employees, consultants (upline and downline), and leaders. Employees are all personnel who are included in the company's organizational structure. Consultants are partners of the company who help each other without a structure that makes them feel they have job flexibility and are "free" without feeling there is a 'subordinate' and 'under.' Upline consultants include the upline sponsor, leader, and director. Downline consultants consist of first-line and downline depth. Overall, consultants are members at the 0-9% level, while leaders are consultants from the manager level to the top level.

Communicators are MLM consultants who are a source of information on goods and systems regarding the MLM business; a good upline will help downlines who are just starting in the MLM world by providing not only training and motivation but also opportunities to get targets so that downlines will learn to foster new members in their network.

"I like to buy Oriflame products with friends who are very confident in explaining the advantages of the products sold, and they also assist me in choosing what products are suitable for my facial skin. In addition, I am also happy to talk about this business because it can open business opportunities for housewives like me." (Interview with KD 2)

This aligns with previous research results that persuader credibility occurs when the audience trusts them (Ab Rashid et al., 2016). Oriflame consultants, as communicators, play an important role in product sales because they are company representatives in direct contact with consumers. Consumer trust can be formed when convinced that the seller explains the business and products offered.

Related to consumer theory, there are two types of consumers in making purchasing decisions, namely:

- 1) Using central/systematic processing to influence them, a consultant must be able to rationally explain the various advantages, types, strengths, and specifications of goods clearly and in detail because this type of consumer is interested in the facts of the benefits of an item to be purchased. Therefore, the consultant must learn what goods they sell, including all the benefits and specifications, to convince this consumer.

"My customers are more interested when we clearly and eloquently explain the product's advantages, how it works on their skin when it takes to see a noticeable difference and things related to the product's composition and function" (Interview with KD 1).

- 2) Using peripheral/heuristic processing, this consumer can be influenced when the consultant can already touch on his emotional approach because the level of trust consumers give is very high and will lead to purchasing decisions. This type of consumer no longer sees the rationality of the goods but sees who recommends the goods. Can the person giving the recommendation be trusted or not? So, consultants need to examine the nature of consumers when making purchasing decisions because the presentation strategy with built interpersonal communication will also have different targets.

"I often tell customers that several celebrities and make-up artists use our products, so they are more interested in using them when tangible evidence is shown that their idols also use our products" (Interview with KD 2).

Consumers are very interested when someone they like provides testimonials and uses products from brands that match them (Ab Rashid et al., 2016). This gives more value to the product and provides emotional closeness to consumers.

4.2. Effective Messages in MLM Business Development

When conveying a message, the consultant must first think about how to sequence it so that the interlocutor understands it more easily. In the case of recruiting new members, for example, consultants can utilize posters like **Figure 1**:



Figure 1. Showcasing the gifts given to new consultants

Source: KD 1 documentation (2022)

Ordinary people will not understand what the pictures and words above mean. This is where the consultant's role is to explain to the target audience so that they can interpret how to get the promised benefits. In the sequence of messages, the placement of the climax (core/ point) should be at the beginning/end of the message so that the difference between strong (must be remembered) and weak messages is not mixed up, which can confuse the target.

"The prize can be yours if you join Oriflame as a consultant. It's easy; contact us as your upline and follow the steps, such as preparing a registration fee of only IDR49,000 and an identity card, and get a starter kit from Oriflame to help you promote the products. You can get these prizes by collecting monthly points" (Interview with KD 1).

The method used by Consultant 2 prioritizes product excellence compared to promos that are only given on the surface of basic marketing methods, as Consultant 1 did.

"I always give keywords to consumers to remind them of our business and products. The first is natural, following the tagline that Oriflame is promoting: their products use natural ingredients and are not tested on animals. Secondly, the quality of the products is high, and they are all produced in large factories spread across several countries, one of which is the center of Oriflame itself in Sweden. Oriflame takes great care of the originality and quality of the products offered, and consumers can also complain when the product is not suitable or damaged and will get a new product replacement. We strive to provide the best for consumers in terms of physical and service. Thirdly, the important word is business. Oriflame provides products to sell and businesses to run" (Interview with KD 2).

This is in line with the results of previous research, which proved that the five most frequently occurring persuasive words in the specialized corpus are product, business, health, quality, and world, respectively. Meanwhile, the word product strongly relates to business, quality, and nature (Yunus et al., 2016). In another study, using the word "income" was also very effective and could be a good strategy to implement (Peterson & Albaum, 2007).

In these words, you can see the essence and the point, and then the conversation will develop. The importance of keywords to be given to consumers makes it easier for them to recall the conversation that has taken place. Communicatants then carry out a process called primacy effects, which is the accuracy of recalling the initial position of the information list. Conversely, recency effects are recalling the latter part of the information list. Therefore, during the recruitment process, the consultant must be able to place an important (strong) message sequence at the beginning and end of the conversation.

A consultant should make a war strategy before meeting the target to sell goods and persuade them to become part of the MLM company. The challenges faced in the form of rebuttals, questions, and statements from communicants may bring down the communicator or the goods sold. Moreover, the most common thing that happens is that the MLM label prejudices communicants. Communicants who have been inoculated will be more difficult to influence. The communicator needs to prepare answers that the communicator is likely to ask.

"I usually ask, is this business a money game? Or is it a pyramid system that harms us?" (Interview with P 2).

The answer from consultant must convince the target audience with a detailed and very clear explanation because this will provide educational value regarding the MLM business being run.

"We will explain the difference between money games and our Oriflame business. We will provide rebuttals with clear evidence right down to the presentation of the products and how they make a profit. The profits and bonuses are not from downline losses like in the money game but from collective sales turnover collected within the business group" (Interview with KD 2).

Still related to the nature of inoculation, namely the objection given, two sides of the message will emerge, positive and negative. Messages that only highlight one positive or negative side apply to consumers who do not know MLM goods/companies. Consultants are more effective in using two-sided messages for consumers who have been inoculated and have prejudices. Communicators can provide explanations and enlightenment of information that may talk negatively about the goods or MLM companies they are entering. Consumers can easily find various reviews about MLM goods and companies on forums or people's blogs via the internet. Usually, consumers are more confident in testimonials from other consumers who have used the goods because other consumers will be more objective in assessing and providing two sides of the message. So, two sides of the message are more effective than just relying on one side, which contains only the strengths or weaknesses of the product/company.

An important two-sided message was expressed by the consultant when explaining in detail about the product, as Consultant 1 stated:

"I prefer to be honest when explaining the advantages and disadvantages of a product being sold because if we only say the good things, they tend to think I am exaggerating. So, it is important for us as consultants to also try the products being sold so that we can tell you clearly what the advantages and disadvantages of the product are. Customers are usually more confident with our testimonials because they also use the product" (Interview with KD 1).

The above is not related to ethics in internal sales in MLM businesses (Peterson & Albaum, 2007) because this is not about increasing sales as much as possible by maximizing profits (hard selling) but rather, the objectivity of consultants who maintain the trust and prestige they have to build loyal relationships with consumers. MLM companies may not provide a special budget to advertise their products and companies commercially in large media; however, their strength lies in "viral marketing," namely word-of-mouth marketing. In the case that occurs when someone is friends with one of the MLM consultants, all social media, profiles, statuses, and posts from the MLM consultant will be present every day on our home/timeline. This can be stated: the more often we are exposed to messages, the easier it is for us to be influenced or at least curious about the goods sold and the company that houses them. Finally, it comes down to identity attachment; every time we see the name, we are reminded of the MLM, and vice versa; when we see the MLM company and its goods, we are reminded of that person. This is the effectiveness of continuous exposure.

"Every day, I post three times a day about the promotions provided by Oriflame, not to mention reposts from people who have already been successful in this business. "I hope that my friends on social media see my posts and are curious and ask me about Oriflame business and products so that I can recruit" (Interview with KD 2).

An important point that consultants must pay attention to is that when content goes viral, it is likely that there will be a flood of comments, both positive and negative. Management of negative comments is closely related to the company's brand reputation (Lekhanya, 2014). So, consultants must be equipped to manage comments because they represent the company. The type of message in the form of narrative (can be described in stories and words) and statistics (numbers) of income and levels in Oriflame MLM must be mastered by consultants so they can explain in detail. **Figure 2** shows the income and bonuses that consultants can get at every level/position, from a new member to Diamond President Director.



Figure 2. Bonuses for Consultants Who Achieve Sales Targets

Source: KD 1 Documentation (2010)

Motivational words are needed in upline and downline relationships in a network, for example, "Want to be successful? Of course, nothing is instant, and there is hard work!" Cases often encountered are downline disappointment over their failure to achieve sales levels and

targets to enjoy the rewards they dream of. The MLM business is non-binding, meaning it is very easy to sever relationships in this business; there is no need to resign or get permission from anyone. So, the upline's hard work must always provide motivation when the downline looks less enthusiastic about achieving their dreams and becomes disloyal about working on their MLM business.

Another thing that must also be considered is that in the MLM business, what is sold is a dream that may look very beautiful, and when someone is stuck for too long, it is always at the same level so that there is no increase in income over many years. As the cognitive dissonance theory mentions, internal conflicts emerge, in which the consultant feels bored and regretful. The regret received will depend on how long they have been involved in the MLM business. How long did they waste their time working on this business until they finally gave up halfway without getting the dream they had dreamed of since they started joining?

4.3. Selecting the Right Channels for Young Mothers Who Run an MLM Business

The power that words have can certainly move people who read/hear. Using words that use a rational approach and a person's emotions will be more effective in persuading. Sentences expressed by consultants with hesitation will reduce the communicator's credibility. As Consultant 1 put it:

"I prefer to use firm language. For example, when you get to know this business, you will be impressed by the promised bonuses, while I show profiles of people who have succeeded. I can also take advantage of the emotions of fellow young mothers. As fellow young mothers, we are not just ordinary housewives, but we can also make financial contributions to the family" (Interview with KD 1).

This is different from Consultant 2's approach, which prefers to use intensity, such as:

"Because people already recognize my posts, which always promote Oriflame, I use repetition to persuade them, such as saying, 'Keep trying. It will work.' I often say, 'No effort is wasted; without action, great intentions will not bring results.' I often say things like that to prospective consultants or customers" (Interview with KD 2)

The intensity of word use effectively influences customers (Liebrecht et al., 2019). Interpersonal communication carried out face-to-face will make it easier for the communicator to see the communicant's response, both verbal and non-verbal. MLM consultants can usually read consumer interest in an item by looking at facial expressions and voice intonation. The quality of interpersonal communication that ends with a positive perception of the communicant will give birth to a halo effect. For example, consumers are impressed by Oriflame consultants who look beautiful, can dress up, and understand how to use make-up. As shown in the interview results:

"After talking with the consultant, I am usually enthusiastic about getting involved in the business because I consider the benefits of regular purchases coupled with the recruitment business will have many benefits. Moreover, I am curious about the promotions offered almost every month, and want to try the newest products from Oriflame" (Interview with P 1).

5. Conclusion

Persuasive communication is used to persuade someone to act following the wishes of the communicator. Adopting techniques that young mothers apply to develop their current MLM business produces three important things. First, a communicator's credibility is formed when the persuader trusts them. The way to build this trust is by establishing a close personal relationship and providing detailed and detailed explanations about the products and services offered. Second, understand the order of messages and present balanced arguments when giving choices to the communicant. Third, the repeated use of strong words (intensity) in communication channels is very effective in changing attitudes and behavior to match the message conveyed by the persuader.

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7. Declaration of Conflicting Interests

The authors have declared no potential conflicts of interest concerning this article's research, authorship, and/or publication.

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About the Authors

1. **Vina Mahdalena**, obtained her Master's degree in Agricultural and Rural Development Communication from IPB University, Indonesia, in 2017. The author is an Assistant Professor at the Department of Communication Science, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia.
E-Mail: vinamahdalena@upnvj.ac.id
2. **Lusia Handayani**, obtained her Master's degree in Agricultural and Rural Development Communication from IPB University, Indonesia, in 2017. The author is an Assistant Professor at the Department of Communication Science, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia.
E-Mail: lusiahandayani@upnvj.ac.id
3. **Uljanatunnisa**, obtained her Master's degree in Communication Science from Universitas Gadjah Mada, Indonesia, in 2015. The author is an Assistant Professor at the Department of Communication Science, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia.
E-Mail: uljanatunnisa@upnvj.ac.id