

THE IMPLEMENTATION OF VERBAL, VOCAL, AND VISUAL THEORY (3V) IN ADI W GUNAWAN'S HYPNOSIS ACTIVITIES FROM THE PERSPECTIVE OF ISLAMIC COMMUNICATION

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Abstract

This research is qualitative research with a general communication approach and Islamic communication. Primary data sources are Adi W Gunawan, assistants, team, training participants, clients, social media followers, books he writes, his website, YouTube channel, and social media accounts. Secondary data was obtained from articles related to hypnosis and communication. Data collection is done through observation, interviews, and documentation. The collected data is analyzed by reducing, presenting, and drawing conclusions. Triangulating techniques and sources carried out the validity of the research data. The results showed that Adi W Gunawan's hypnotic activity was good hypnotic with eyes closed or eyes open; verbal, vocal and visual elements were implemented as needed. Adi W Gunawan emphasizes using good, correct and appropriate diction; according to him, diction plays the most important role in communication, followed by vocals, then visuals comes third during the therapy process. However, in the training process, these three elements should be balanced. In media communication, namely the website, visual elements are more emphasized, but in social media, like Facebook and Instagram, visual and verbal are balanced. In communication via YouTube, Visual and vocal are balanced. However, diction also plays a very important role. The implementation of verbal, vocal, and visual in Adi W Gunawan's hypnotic activities is a supporting element for effective communication. Communication in Adi W Gunawan's Hypnosis Activities is also in line with the rules in Islamic communication, such as the eloquence described in Q.S Al-Rahman verses 1-4, and his words are also correct, firm, friendly, gentle, educational, emphasizing respect, and polite.

Keywords: implementation, Verbal, Vocal, Visual, Activity Hypnosis Adi Gunawan, Islamic Communication

1. INTRODUCTION

Communication is one soft skill that someone needs for his success. Through communication, humans express themselves, form social interaction networks, and develop their personalities. Communication failures can result in the lateness of mutual understanding, hindering cooperation and inhibiting the creation of tolerance and the implementation of social norms (Ulum, 2019).

Onong Uchjana Efendi Master in Faridah et al. states that communication is important to humans. These interests cover several aspects of life, such as economic, social, cultural and educational. In the mid-21st century, airplanes, fire ships, electricity, telephones, newspapers, films, radio, television and other inventions were invented. These findings coincide with the existence of awareness from the contemporary scholarly era about the importance of increasing knowledge and communication becoming knowledge (science) (Faridah, 2022).

Many successful public organizations and institutions have won awards because of their spokespersons' expertise in bridging each party's interests and needs (Dewi, 2011). The key to success in communication is choosing the words to say carefully, then practicing proper pronunciation and proper body posture (Zam, 2015).

The importance of the role of communication and the existence of elements that support success in communicating inspired researchers to research the implementation of verbal, vocal, and visual (3V) as some parts of communication that researchers associate with hypnosis.

Researchers are interested in examining the relationship between verbal, vocal, and visual in hypnotic activities because researchers observe that hypnotic activities are always successful in influencing the communicant (the interlocutor). Researchers also found that some experts hypothesize that hypnosis is the art of effective communication. Another thing that makes it even more interesting to research is the study of hypnosis presented by Hakim in Regista Ramadhania et al., which states that various fields of life have studied hypnosis to increase one's resources and quality to reach the best optimal point in life (Regista Ramadhania, List Estiningtyas, 2021).

The next researcher chose Adi W Gunawan's hypnotic activities as a source of study because researchers found his actions in the world of hypnosis-based training and therapy. He is an expert hypnotic Whichknown as IndonesianLeading Expert in Mind Technology with an international reputation Belbuk, <https://www.belbuk.com/adi-w-gunawan-pn-36.html>, Accessed 12 May 2022, n.d.). Adi W Gunawan's ability to attract people's interest in attending his training and receiving therapy from him, even though the costs are very expensive, is one of the indicators of his success. Researchers in this case also studied the in-depth perspective of Islamic Communication.

Some research results that are relevant to that study include Diyah Tepi Rahmawati, who researched the Effectiveness of Hypnosis in the Management of Anxiety and Pain in Labor (Literature Study) (Rahmawati, 2018). Ririn Anantasari1, Ni Wayan Dwi R2 & Gunawan researched Hypnosis in Reducing Anxiety and Antenatal Pain (Ririn Anantasari1, 2012).

Ashadi Cahyadi discussed hypnotherapy methods for changing behavior (Cahyad, 2017). Muhyiatul Fadilah discussed about Explanation the Scientific Method of Hypnosis for the Human Brain (Fadilah, 2018). The researcher formulates the research problem, namely how to implement the 3 v theory on Adi W Gunawan's hypnotic activity in perspective Islamic Communication; the research objectives are as follows: To analyze the implementation of the 3V theory (verbal, vocal, and visual) in activity hypnosis Adi Gunawan. This research is useful theoretically and practically to produce scientific contributions in the fields of da'wah and communication and practically can be applied practically to da'wah activities, communication and all aspects of human life in the social, political, health and other fields.

2. MATERIALS AND METHODS

This research is qualitative descriptive research; the research location is an institution Adi W Gunawan Institute of Mind Technology Of Argopuro Street 43 Surabaya; researchers also made observations and documentation on websites and social media used by Adi W Gunawan. The approaches used in this research are the General communication approach to study and analyze research data using communication theories, and the Islamic communication approach, which is trying to study and analyze research data using Islamic communication theories.

This study's data sources were those directly involved in Adi Gunawan's hypnotic activities. There were two data sources, namely primary data sources and secondary data. Primary data from Adi W Gunawan, assistant, employee, Klein, trainees, and their social media followers, the books he has written, his website, and his social media accounts. The secondary data comes from journals, articles and other documents related to the object under study and strengthens the findings in the field. The data collection method used consisted of participant observation so that they could observe directly related to the implementation of verbal, vocal, and visual theories in Adi W Gunawan's hypnotic activities, analyzing it with an Islamic communication and communication approach; researchers also conducted in-depth interviews to obtain maximum research data to obtain the expected research results, and to complete the research data, the researcher uses the documentation method, namely collecting data from several important documents, such as archives that support the completeness of this research data.

The researcher is the instrument key in this research, assisted by instrument another, namely the observation sheet, which contains a list of statements related to the implementation of verbal, vocal, and visual theories in Adi W.Gunawan's hypnotic activities and then analyzes them from the perspective of Islamic communication and communication; the researcher also uses an interview guide, namely a list of questions related to research, and documentation tools for completeness. Research data. The techniques used to analyze research data are data reduction and data verification. Furthermore, researchers tested the credibility of the data through several stages, including; extending observations, increasing persistence in research, carrying out the triangulation of data sources and data collection techniques, holding discussions with colleagues or competent people regarding the issue being researched, and holding member check to ensure the appropriateness of the data provided by the informant.

3. RESULTS

Communication is the process of exchanging information between individuals through a system of symbols, signs or behavior (Hefni, 2017). Hanafi and Abdillah in Abd. Rasyid M stated that apart from being creatures created by Allah, humans are also social beings who are given the potential to be curious about everything he feels and sees. To develop this curiosity potential, every human being as a social being always communicates with his environment. Such is the importance of communication that it reveals that we learn to be human through communication (M, 2014).

Communication is one of the most important but complex aspects of human life; humans are greatly influenced by the communications they make with other humans, both communication to or from those they already know and those they do not know (Morissan, 2013).

Human communication activities do not know the community but as a whole. Humans are natural creatures who tend to communicate with their environment in everything that is thought, felt and understood, so they try to communicate it to others (Wahid, 2019).

Humans cannot live without communication because communication is one of the important factors in activity occurrence. Through communication, humans can relate to each other in everyday life, in society, and wherever humans are. No human is not involved in communication. Therefore, it is necessary to know about communication and matters related to communication (Kamaluddin Tajibu, 2020).

The importance of understanding communication and matters related to communication helps communication activities. Roger in Yusuf states that there are four eras related to human communication based on humans' inventions of communication tools. This includes the era of writing (writing), print (printing), telecommunications (telecommunication), and the era of interactive communication (interactive communication) (Thobroni, n.d.).

Communication as a process of exchanging messages from the communicator to the Communicant requires the involvement of several aspects or elements in communication activities. Communication elements include sources, communicators, messages, channels, Communicant, effect and feedback (Nurhadi, 2017).

Dominick, Karfried Knapp in Alo Liliweri also stated that communication is interpersonal interaction that uses linguistic systems such as verbal (words), paraverbal, and nonverbal. The system can be disseminated directly or face to face or through other media in the form of writing, verbal and visual (Liliweri, 2009).

Messages conveyed in written, spoken and visual form, generally categorized as verbal and nonverbal elements in communication, indicate synergy or connectedness and mutual support between message elements in communication; this synergy results in communication that can achieve its effectiveness. When humans communicate, they need a medium called communication media. In the 21st century, various media or communication tools can be found with different technologies, for example, various electronic devices (computers, television, radio, telephone and others), print media and internet services (Tatang, 2016). The presence of

this communication technology has succeeded in changing the way humans communicate and form an information society (Ariyani, 2018).

Technological developments in the digital era occur with an evolution in media technology. Call it new media or people also often call it online media (internet). In recent years the media has been enlivened by the phenomenon of the emergence of social networking sites; these sites provide a place in cyberspace to build a network of friends that can be accessed by everyone around the world (Dharlinda Suri, n.d.).

Technological developments and the presence of networked computers allow the formation of cognition, communication, and collaboration within one type of device called media convergence (Fitria Angeliqa, 2020). Social media is mediated communication facilitated by the development of communication and information technology (Punjul S. Nugraha, 2022).

Modern humans have established communication and networked communities through social media. Social networking through social media has mushroomed in such a way. The presence of YouTube, Twitter, Facebook or Instagram makes it easy to get information and build social networks. Social media is an online medium, with users easily participating, sharing and creating content, including blogs, social networks, wikis, forums and the virtual world (Muliaty Amin, 2020).

Social media has several advantages, such as easy reach, like buttons to express emotional appeal, ease of interaction, and reaching a larger audience (Theresa Catalano, n.d.). The emergence of social media as part of new media shows the rapid development of information and communication technology which is used as one of the communication media. There are several types of communication media, namely:

- a. Audio is a communication tool whose function only produces deep sound and conveys messages such as tape recorders, radios, and telephones.
- b. Visual is a communication tool that conveys messages based on vision, such as posters, pictures, maps, etc.
- c. Audiovisual is a communication tool that combines sight and hearing when delivering messages such as television, video and films.
- d. Word of mouth is a communication tool in the form of conveying messages from one person to another or vice versa orally, such as when a transaction or marketing of a product occurs.
- e. Software is a communication tool in applications like Microsoft Office, Whats App, and telegrams.
- f. Hardware is a communication tool often used to convey messages, such as kentongan and telephones (Sugiono & Puji Lestari, 2021).

The communication media described above, consisting of several types, illustrate that many media can be used in the communication process that occurs, especially in the current era. Audiovisual art is an important component of modern media culture as a phenomenon of the

information age (Oleksandr Balaban et al., n.d.). Sharing written and video information shows that several elements can be found in almost every ongoing communication process, namely verbal, vocal and visual. These three elements have a very important role in the communication process. The three elements by Albert Mehrabian are called the 3V Theory (verbal, vocal, visual). Through research in 1971, Albert Mehrabian stated that the 3V Theory (verbal, vocal, visual) determines communication effectiveness. According to him, Verbal communication (words) only determines 7% of the effectiveness of communication, vocal communication (intonation and volume) determines 38% of the effectiveness of communication, and visual communication (body language) determines 55% of the effectiveness of communication (James Borg, Dasep Suryanto, n.d.).

The opinion of Albert Mehrabian illustrates that the communication process requires the integration of three types of elements so that the communication that takes place is truly effective. The striking gap in the presentation of the needs of each element, especially in the verbal element, is not a reason that can deny the importance of the role of each element. It must be understood more deeply that good communication activities require communicators with the right verbal, good vocals, and attractive visuals. A communicator should have verbal skills, namely the ability to choose words and sentences. These vocals include sounds that are pleasant to hear (audible), clear, fluent, the tone is right, not too high and not too low, and visual, namely appearance that includes posture and gestures, including the clothes we wear, facial expressions, and body movements (Dewi, 2011) (Pradnya Nitya, n.d.).

According to Adi W. Gunawan, Hypnosis is the art of communication to influence someone to change their level of consciousness, which is achieved by reducing brain waves (Gunawan, n.d.). The hypnosis method is an alternative widely used by mental health practitioners, psychiatrists, psychologists, and counselors. Hypnosis methods are also widely used in various aspects of life, such as communication, education, and marketing (Half, 2016).

Hypnosis is a persuasive communication art aimed at conveying messages to the center of human motivation, known as the subconscious mind. As a communication technique, hypnosis involves verbal and nonverbal aspects and realizes all communication-supporting factors, including symbols and belief values (belief system). Hypnosis is a psychological symptom unrelated to magical, mystical, dark powers, or other similar terms (Nurindra, 2008).

Truly the gist of hypnosis, according to InterVenus, is communication. Hypnosis is the process of sending instructive verbal messages, participatory, repetitive, and imaginative, to show suggestions to the recipients of the message (Hendriyana, 2016).

4. DISCUSSION

Adi W Gunawan is the Chairman of the Indonesian Association of Clinical Hypnotherapists (AHKI), born in Tarakan, East Kalimantan, on 21 September 1968, a lecturer who teaches in Gunadarma University, completed twice Doctoral education, the first achieved in 2012 at Malang State University and graduated with cum laude predicate, and which second achieved in 2019 at the University Elephant Mada (UGM) (Gunawan, 2022).

Adi W Gunawan also actively participates in training and workshops at home and abroad, namely in Indonesia, Switzerland, Australia and America. The total number of training attended from 1994 to 2022 is 67 types of training (Source; <https://www.adiwgunawan.com/awg-s-profile>.)

Adi W Gunawan's authority as Chair of AHKI, his competence and credibility are one of the factors that make his audience focus on what is conveyed. This was conveyed by several informants, including Meisil B Wulur, Risman Aris, and Sardin Damis, who stated that they knew Adi W Gunawan from books and social media. We are interested in following his social media because of his scientific capacity as a clinical hypnotherapist (a mecca for hypnotherapists), applied knowledge and very experimentally, and the delivery of the material is easy to understand and very inspiring (interviews).

Based on the interview results, it was found that followers of social media accounts and training participants said that they knew Adi W Gunawan from the books he had written. Starting from a book, in the end, they followed him on his social media account and finally followed the activities carried out even though they had to pay a very high price. The training participants came from outside Surabaya, such as Jakarta, Semarang, Solo, Denpasar and East Nusa Tenggara.

Adi W Gunawan, in his communication, emphasizes the selection of diction but still considers vocal and visual elements. He said that the choice of diction in a message when communicating is very important because it is closely related to the understanding and interpretation of the communicant; his assistant said that:

Mr. Adi W Gunawan always differs from the previous training in every training session. Even though the training is the same, he always evaluates and does new and different things that sometimes the participants do not realize, like he once changed my script to me. This seems trivial, but he is very selective in choosing diction (Santoso, 2023).

Some training participants, Luthvi Rachman Ervianto and Jen Zainal Asyikin said that Adi W Gunawan's Communication was easy to digest and the content was valuable. He is very self-confident and convincing to the interlocutor. When speaking, use a tone with appropriate articulation according to the meaning of the narrative being conveyed and further increase the clarity of the purpose's intent. His body language is clear and reinforces the meaning of what he wants to communicate, arranged in the correct language structure and easy to understand. He always conveys material that has been prepared coherently and neatly, and it gives off the impression of carefully planned planning. She can convey complex concepts in simple language to make them easy to understand and put into practice. The performance is very authoritative, calming and reassuring. His intonation calmed the listeners who followed him. His body language enriches verbal explanations, especially when explaining the practice of over-energy correction, resetting the energy path and tracing in The Heart Technique. His choice of sentences quenches scientists' thirst (graduates with bachelor, master and doctoral degrees). However, it is simple and down-to-earth enough that even high school (junior or high school) graduates can follow them. The presentation of the material is complete and easy to

understand or practice, so even though we have not met him face-to-face offline in written language in books, Facebook, websites and orally on Youtube, it feels as if we are face-to-face with him (interview).

Some of the statements above explain that Adi W Gunawan, in communicating, really considers his verbal, vocal and visual elements. The participants who have been following their activities in training and hypnotherapy for years still idolize and always want to learn in every class they hold. This also applies to video communication; considerations about vocals and visuals are appropriate and attract listeners and viewers.

When information is conveyed in communication and information media such as social media and websites, the message conveyed is not only in the form of explanatory sentences but accompanied by displaying pictures or using mixed and matched colors to give an interesting impression and inspire the subconscious to strengthen the meaning of the verbal message.

Frederick, an Entrepreneur and Hypnotherapist from East Nusa Tenggara (NTT) stated that Quantum Life Transformation (QLT), Scientific EEG & Clinical Hypnotherapy (SECH), Workshop The Heart Technique (THT), Rewriting The Code Of Reality (RCR), from 2017, 2018, 2019, 2020, 2021, 2022. We have experienced tremendous self-transformation. Pak Adi is a humorous, classy person, not boring and always makes we miss him; he is very professional. He is very skilled in public speaking, so the intonation in bringing material is varied, clear, interesting and easy to digest, his appearance is attractive and classy, and he is very thorough in diction. He is professional and very classy (Frederick, n.d.).

This statement was reinforced by statements from Renard Setyawan, Lila Kusuma Rahayu, and Chandra Hartanti, who stated that they had participated in several activities carried out by Adi W Gunawan such as quantum Life Transformation (QLT), Scientific EEG & Clinical Hypnotherapy (SECH), Workshop The Heart Technique (THT), Rewriting The Code Of Reality (RCR), and experience extraordinary benefits, such as being able to change mindsets and actions, so that we can process the right words when talking to others. According to him, Adi W Gunawan's material delivery seemed relaxed, clear, enthusiastic, confident, humorous, straightforward, and logical, making the atmosphere comfortable. Each class made me feel at home, and we always wanted to learn properly. He is an extraordinary life teacher, providing many examples, input and inspiration in every aspect of life. He is simple, charismatic and cheerful. Appearance is polite, neat and clean. The pattern of language and the choice of words are precise, not wordy, very understandable and understandable, very good, neatly arranged, and good. The intonation follows the material presented, is dynamic and follows the theme. Very supportive and nice body language. The communication is very good, effective, following the rules of good Indonesian, measurable, organized and structured, clear, straightforward and not boring. Participants are focused and lulled until time passes quickly (interview, 2023). Apart from conducting interviews and direct observation of the training participants, the researcher also observed followers' responses on Adi W Gunawan's social media, which can be seen as follows.

- a. Facebook: Messages about Adi w Gunawan's wedding anniversary, which resulted in 1955 likes, 240 comments and 7 shares; messages about life's gems which generated 1477 likes, 26 comments and 85 shares; and Messages about the best book is a heart book which generates 1363 likes, 36 comments and 89 shares.
- b. Instagram; Messages about true success of posts December 15, 2022, liked by 785 people and 32 comments; messages about smart wives with the ability to very cool complaints, negotiations, and problem-solving, posted December 24, 2022, has 616 likes and 32 comments. A message containing information about the webinar Life Transformation with Adi W Gunawan, posted on December 12, 2022, has 421 likes and 4 comments.
- c. YouTube; Videos about tips for making children obedient can be seen on the following channel: (<https://youtu.be/7iqBbfGcLQ8>); the video has 56 thousand likes, 2,590,341 plays and 2,148 comments; this video was posted on July 27, 2020, Videos about relaxation for calmness, peace, and health can be seen at: (<https://youtu.be/5bybegGWcTI>), this channel has 24,000 likes, 1,630,384 plays, and 908 comments. This video was posted on March 24, 2020, and the video about not loving children can be seen on (<https://youtu.be/YxJodQDhQyk>); this video has 17k likes, 702,496 views, and 900 comments. This video was posted on June 16, 2020.

Researchers found that on social media accounts and some of the videos that the researchers selected above show that as of December 2022, the response to the account consisted of hundreds of likes, even thousands and tens of thousands, for videos played hundreds of thousands of times and some even reached millions, and comments reached tens of times. Paying attention to the contents of the comments, the researcher found that most of the comments given were positive. Positive comments from the audience indicate the quality of communication, especially the communication method applied, which attracts the audience to read messages and watch presented videos.

The responses seen from the training participants, comments and likes from followers and the frequency with which messages were shared or a video played and watched illustrated the effectiveness of Adi W Gunawan's communication in his hypnotic activities as a trainer and therapist. Communication skills in the vocal aspect are translated from the ability to adjust the rhythm of speech and intonation when conveying messages to the communicant. The ability related to this is useful for making the communicant understand clearly the message's intent. Communication skills in the vocal aspect are also useful for building focus, attracting attention and raising enthusiasm from the communicant when listening to the message.

Communication skills from the visual aspect are translated from the ability to adjust colors or images with the theme conveyed, body gestures and facial expressions such as smiles. This ability can affect the comfort, focus, and sense of relaxation of the communicator when receiving messages conveyed by the communicator. The visual aspect of communication also plays a role in reinforcing the meaning of the message conveyed verbally so that it is easier for the communicant to receive, know, and understand the true meaning of the message received.

Adi W Gunawan conveyed his comments regarding the training he held and related to verbal,

vocal and visual elements in communication, which can be seen as follows:

The verbal aspect, the choice of diction in a sentence, is very important, and if it is wrong in choosing diction, especially in the therapeutic process, it can be fatal. In your proposal, only some words are appropriate, such as hypnosis, hypnosis, and yet. This must be watched carefully. Need-based communication is the most important; they know we have a solution to their problem and do not need to say anything else. They will focus on what is conveyed. When speaking, expectations must be built, speak with full authority, do not use diction as possible, and there is hope; the speaker must master the material and be confident in what he has. When speaking in the media, the visual appearance must be good, with lighting, camera or video quality, internet speed, and mic for sound quality. If we use slides, the slides must be good, and we must believe in what is being taught (Gunawan, 2022).

The statement describes the importance of verbal, vocal, and visual confidence in speaking, full authority and confidence. This confidence will have an impact on good vocal communicators. The statement from Adi W Gunawan also illustrates that the effectiveness of communication requires a combination of the right choice of diction (verbal) and conveying messages with the right intonation (appropriate). The nonverbal (visual) aspect implemented by Adi W Gunawan in every communication process that he does is total and carried out with all sincerity. Activity rewriting the code of reality is one example of an activity that the researcher attended as a participant; in this training, the researcher found that there was serious attention to the visual aspects, even to aspects that looked small and trivial.

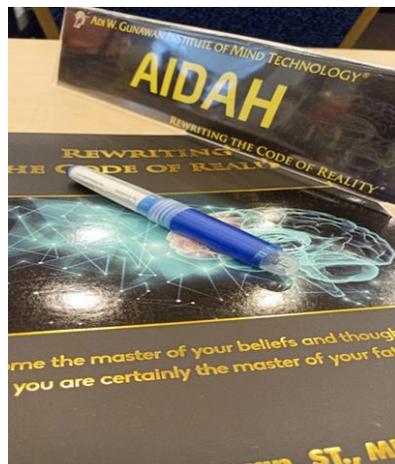


Figure 1: One of the Visual Aspects of the RCR Workshop

The image shows one shape visual from Adi W Gunawan's communication; RCR workshop module cover, id card holder Acrylic stand, which contains the nicknames of each participant, a pen with the trainer's name written on it and a pin of the same color. When participants enter security, welcoming and inviting entry enter the main door, participants are greeted by employees who distribute pins with nicknames according to the participant's request on the form; employees welcome with warm greetings and friendly (visual) expressions to bring comfort. When the participants entered the training room, they were greeted again with gift id

card holder acrylic stands to be kept at the table chosen by each participant.

All the visual displays presented by the workshop organizer, namely Adi W Gunawan Institute of mind technology, give a deep impression to the participants who come, thus creating a feeling of comfort even before the activity occurs. The nonverbal aspect conveys a variety of subtle signals that can indicate to the audience important clues about the thoughts and feelings of the organizers, especially the speaker so that they can strengthen or contradict the words he conveys. In this case, the visual aspects referred to are gestures, how to stand, eye contact, facial expressions, and gestures.

In addition to the visual aspect with the design of workshop knick-knacks, communication activities on the visual aspect can also be seen from the neat clothes of the trainers and crew, eye contact, appropriate facial expressions, and using open body language, the participants, in this case, have also been given rules for wearing polite clothes and neat. Another thing that the researchers found was the location of the training room which was quite far from the main road. There was lighting in the room, and the arrangement of the training room was soft and gave a comfortable and calm feel.

The communication carried out by Adi W Gunawan is total and accompanied by sincerity; a combination of methods and techniques and the presence of good verbal, vocal and visual aspects creates effective communication. These various things show the ability and intelligence to communicate.

Ability and intelligence in communicating in verbal and vocal aspects are mentioned in QS al-Rahman/55: 1-4.

الرَّحْمٰنُ ۱ عَلَّمَ الْقُرْءَانَ ۲ خَلَقَ الْاِنْسَانَ ۳ عَلَّمَهُ الْبَيَانَ ۴

Translated:

The Most Compassionate, taught the Quran, created humanity, 'and' taught them speech. (Ministry of Religion, 1971).

In addition to verbal aspects and vocals which is described in the skill of speaking in Al-Quran Surah Al-Rahman/55 verse 4, the visual aspect is described in Al-Qur'an Surat Yusuf/12 verse 31 which reads:

فَلَمَّا سَمِعَتْ بِمَكْرِهِنَّ أَرْسَلَتْ إِلَيْهِنَّ وَأَعْتَدَتْ لَهُنَّ مُتَّكِلًا وَءَاتَتْ كُلَّ وَاحِدَةٍ مِّنْهُنَّ سِكِّينًا وَقَالَتْ أَخْرِجْ عَلَيَّيْنَ طَّيْلًا رَأَيْتِهِنَّ أَكْبَرْتَهُ وَقَطَّعْنَ أَيْدِيَهُنَّ وَقُلْنَ حَاشَ لِلَّهِ مَا هَذَا بَشَرًا إِنْ هَذَا إِلَّا مَلَكٌ كَرِيمٌ ۳۱

Translated:

So when the woman (Zulaikha) heard their insults, he invited the women and prepared a seat for them, and gave each of them a knife (to cut the feast), then he said (to Yusuf): "Come out (show it yourself) to them". So when the women saw him, they were amazed at his (beauty), and they hurt his (fingers) and said: "Allah is perfect, this is not human. Indeed, this is nothing but a noble angel".

Communication analysis on direct communication, such as workshops, training and the

therapeutic process carried out by Adi W Gunawan and indirect communication, namely on social media, both Instagram, Facebook, YouTube and websites, are in line with Islamic communication rules.

5. CONCLUSION

The implementation of verbal, vocal and visual elements in Adi W Gunawan's hypnotic activities was done optimally with repetitive and imaginative techniques. In addition, the communication activities carried out are accompanied by a sense of confidence, full authority and need-based. Adi W Gunawan's Communication Technique follows Islamic communication, namely teaching the selection of appropriate and appropriate diction, good intonation and appropriate visual expressions or impressions. This is the implementation of Q.S al-Rahman verses 1-4 about cleverness in speaking. In addition, the communication implemented is also friendly, polite, assertive, gentle, appreciative, and impressive.

Research Implications

Communication is a basic human need that is the main supporting factor for the smoothness and effectiveness of every activity in human life. This is a human consideration in order to always improve the quality of communication. Each individual is expected to have the ability to be good at communicating, including intelligence in speaking.

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