

# BODY LANGUAGE IN YOUTUBE-BASED PRODUCT ENDORSEMENTS BY INDONESIAN INFLUENCERS

Menik Winiharti<sup>1\*</sup>; Hensen<sup>2</sup>

<sup>1,2</sup>English Department, Faculty of Humanities, Bina Nusantara University  
Jakarta, Indonesia 11480

<sup>1</sup>menik\_w@binus.ac.id; <sup>2</sup>hensen@binus.ac.id

Received: 23<sup>rd</sup> July 2025/ Revised: 16<sup>th</sup> October 2025/ Accepted: 12<sup>th</sup> December 2025

**How to Cite:** Winiharti, M., & Hensen. (2026). Body language in YouTube-based product endorsements by Indonesian influencers. *Humaniorajicas*, 17(1), 63-71. <https://doi.org/10.21512/humaniora.v17i1.14074>

## ABSTRACT

*Body language plays a crucial role in non-verbal communication by expressing emotions, attitudes, and intentions. Its dynamic nature allows individuals to convey diverse meanings, particularly in professional and business settings. Given the limited studies on the association between body language and product endorsement in the Indonesian digital context, the present research aims to fill this gap. Therefore, the goal is to identify the types of body language Indonesian influencers use in their YouTube videos. It also aims to identify their contextual meanings. The data for this research are collected from videos of three Indonesian YouTube influencers. A qualitative approach is employed to analyze body language. The findings highlight six common types of body language used by the influencers: hand gestures, facial expressions, finger gestures, eyebrow movements, body posture, and overall body movements. These non-verbal cues are strategically used to reinforce product reviews and increase viewer engagement. By incorporating these physical expressions, influencers can more effectively communicate their promotional messages and foster a deeper connection with their audience. These findings underscore the importance of body language in enhancing the persuasive power of online endorsements, particularly on social media platforms, within the Indonesian cultural context.*

**Keywords:** *body language, online communication, business endorsement*

## INTRODUCTION

Both verbal and non-verbal communication play a significant role in communication, particularly in persuasive selling. Entrepreneurs need to master the art of using words to convey their messages effectively. Correspondingly, non-verbal communication is equally important in persuasive selling. Body language, facial expressions, and gestures convey emotions and help build rapport with potential customers (Cuilan et al., 2024). In other words, verbal communication conveys detailed content, while non-verbal communication is often more emotionally expressive. This highlights the importance of synchronizing spoken content with body language in persuasive contexts, such as marketing. Likewise, Sajjad et al. (2023) note that in educational and business contexts, verbal clarity is vital, yet it is often interpreted through the lens of accompanying

body language.

Body language is a powerful form of non-verbal communication that reveals a person's internal states, intentions, emotions, and attitudes, through posture, gestures, and facial expressions (Tipper et al., 2015). In everyday interactions, individuals derive meaning from others' physical behaviors, which offer insight into thoughts and feelings beyond what is expressed in spoken language. The significance of body language lies in its ability to communicate indirectly. For instance, an individual's body posture, eye contact, or physical proximity can reveal confidence, nervousness, or disinterest, even without verbal expression (Abdulghafor et al., 2022).

In business communication, especially during meetings or client interactions, body language plays a key role in expressing professionalism, sincerity, and intent. This is particularly relevant in the online

business environment, where endorsers, social media influencers who promote products, often rely on video content (José-Luis Galdón-Salvador et al., 2024). Furthermore, several studies emphasize the critical role of non-verbal cues in online product endorsements. On platforms such as YouTube, channel characteristics that foster satisfaction and loyalty translate into stronger purchase intentions and behavioral engagement. Although the research highlights channel features, the underlying mechanism, satisfaction leading to loyalty, also applies to visible non-verbal cues that shape relational bonds (Lombardo, 2024).

Across platforms, short-form video becomes a dominant persuasive medium. Findings from large-scale studies reveal that perceived usefulness, ease of use, and entertainment in short videos build trust, which, in turn, mediates purchase intention (Luo et al., 2025). These outcomes underscore the persuasive force of presenters' non-verbal enthusiasm, clarity, and friendliness. Such non-verbal qualities enhance audience engagement and reinforce credibility, making video-based persuasion increasingly effective in digital marketing contexts.

In livestream e-commerce, where hosts are continuously visible, body language becomes even more crucial. Studies show that anchors' non-verbal immediacy cues, from open posture to facial expressiveness, directly affect impulse buying and customer engagement (Sheng et al., 2025; Xia et al., 2024). Positive facial expressions such as smiling are found to increase para-social interaction and perceived warmth, thereby boosting sales effectiveness (Xia et al., 2024). In addition, recent advances in expressive cue analysis highlight the role of facial expressions and eyebrow movements. Eyebrow actions serve as conversational regulators: they signal attention, mark transitions, and emphasize key claims (Clift & Rossi, 2024; Hömke et al., 2025). In endorsement contexts, eyebrow flashes or raises at crucial product mentions function as micro-signals that draw attention and convey emphasis, reinforcing verbal persuasion.

In a broader context, computational studies confirm that visibility matters. Analysis of several influencer videos on YouTube and travel vlogs shows that emotional displays correlate with viewer engagement, with lively, high-arousal expressions attracting stronger responses (Yoo et al., 2024). This aligns with the strategic use of gestures, posture, and animated expression in influencer endorsements, which enhance emotional resonance and audience involvement.

Platform design also interacts with non-verbal persuasion. Evidence suggests that visible social cues (e.g., likes, dislikes, comments) affect how audiences interpret and respond to influencers (M. M. Zhang & Ng, 2024). This highlights that non-verbal signals are always interpreted within a broader ecology of platform-mediated feedback, rather than in isolation from digital context.

Another finding from Yang et al. (2025) shows that the body language of livestream anchors

significantly improves livestreaming e-commerce (LSE) outcomes, with customer engagement partly mediating this effect. The findings also indicate that anchors' relational social interactions and their body language can substitute for each other in driving customer engagement and boosting LSE performance. This demonstrates that verbal and non-verbal interactions may serve interchangeable roles in livestream-based commercial communication.

A similar research on synchronous online interactions reinforces that non-verbal communication is both expressive and functional. Gaze, hand gestures, and facial cues regulate turn-taking and enhance clarity, directly increasing perceived credibility in review or endorsement contexts (Ismail et al., 2024). These studies indicate that endorsement videos tend to display several recurring patterns. Dynamic, positive facial expressions (smiles, raised brows) enhance warmth, attention, and para-social bonding, while purposeful gestures and posture increase immediacy and credibility, sometimes substituting for extended verbal explanation. In addition, platform social cues interact with non-verbal persuasion, amplifying or moderating the impact of body language on audience perception.

Furthermore, Tipper et al. (2015) state that body language includes non-verbal signals such as posture, gestures, and facial expressions. It reveals internal states such as motivation, emotion, and intent. Understanding body language requires both perceptual and cognitive interpretation of these non-verbal signals. Over time, gestures and vocalizations combine into a multimodal communication system (Armstrong, 2002). This supports the idea that language evolves not from a single source but from a combination of manual and vocal signals (Gillespie-Lynch, 2017). Research highlights the multimodal nature of language evolution, showing that human communicators naturally combine gestures and speech rather than relying solely on one modality, which leads to more efficient and precise meaning-making (Macuch Silva et al., 2020).

Another type of body language is posture. It signals emotional states and readiness for interaction. A closed posture, such as crossed arms, indicates defensiveness or disinterest, while an open posture conveys confidence or attentiveness. Posture remains a key indicator of emotional and social states. A qualitative research finds that expansive ("power") postures signal confidence and control, whereas slumped or closed postures convey sadness, worry, or defensiveness (Lin & Broadbent, 2023). Additionally, open postures improve social perceptiveness, judges who adopt open postures are more accurate in detecting deception, while closed postures restrict attention and lower responsiveness (Zloteanu et al., 2021).

Next are facial expressions. This type of body language strongly influences emotional perception. In educational contexts, students' facial cues help instructors assess comprehension in virtual learning environments, suggesting that facial expressions

facilitate learning when they are interpreted and responded to effectively (Sathik & Jonathan, 2013). Another research emphasizes that facial expressions often dominate emotive interpretation over verbal cues, especially when verbal and non-verbal signals conflict (Liu et al., 2023).

In online marketing, particularly product endorsement via social media, body language serves as a strategic tool to attract audiences and convey enthusiasm. Endorsements may function as social proof, leveraging the credibility of public figures or influencers to shape consumer behavior. They are especially powerful when verbal and non-verbal elements align to convey sincerity and trustworthiness (Cialdini, 2009).

Body gestures serve as reliable indicators of a speaker's emotional state, as they often correlate with verbal communication. Research shows that gestures reveal affective states more effectively than other channels, enhancing emotion recognition in real-time applications (Milazzo et al., 2017). In other words, integrating gesture analysis into multimodal systems significantly improves the ability to interpret complex human emotions and supports more accurate human-computer interaction.

Influencers effectively leverage body language to enhance credibility and engagement in online video promotions through strategies that resonate with their audience. These non-verbal cues, combined with verbal communication, play a crucial role in establishing trust and fostering emotional connections with viewers. According to Zhu and Wang (2025), influencers often use open gestures and expressive facial cues to convey authenticity and enthusiasm, thereby enhancing perceived credibility. Maintaining an upright posture and direct eye contact signals confidence and sincerity, making influencers appear more trustworthy (Z. Zhang et al., 2025). In addition, influencers frequently adopt a conversational tone and relatable body language, such as leaning in or nodding, to create a sense of intimacy and connection with their audience (Haq & Chiu, 2024). Furthermore, influencers are encouraged to create emotional attachment, as effective body language fosters such attachment, which is critical for influencing purchase intentions (Shoukat et al., 2023).

While body gestures serve as powerful indicators of emotional states and function as effective tools for enhancing engagement, they are also shaped by cultural and contextual factors, which may lead to

misinterpretations in cross-cultural communication. Therefore, it is essential to recognize that the effectiveness of these strategies varies across cultures and contexts. Such variation potentially impacts how audiences interpret non-verbal cues and respond to influencer messages. As a result, cultural sensitivity becomes an important consideration in the strategic use of body language in digital endorsements (Zhu & Wang, 2025).

Since many endorsements are delivered via video, non-verbal cues become essential elements in engaging viewers and supporting verbal messages. In addition, there are a limited number of studies that examine the association between non-verbal cues and product endorsement, specifically in a digital context within Indonesian culture. Therefore, this research aims to fill this gap by examining the types of body language used by Indonesian influencers in their YouTube videos and by exploring the possible interpretations of these body language cues as they are displayed in the videos.

## METHODS

This research employs a qualitative method to examine non-verbal communication in product endorsement, focusing specifically on YouTube video content. The data are collected from three YouTube videos created by Indonesian social media influencers, Karina Devi, Peachy Liv, and Cantika Putri. Each influencer promotes a different skincare product in her video. One video from each influencer is selected for analysis. The selection process follows several criteria: all influencers are female, fall within the young adult age range of 18–26 years, produce videos of comparable duration (6–10 minutes), and endorse skincare products to ensure thematic consistency. These criteria are chosen to maintain uniformity in the sample and reduce external variation that may affect the interpretation of non-verbal cues. The links to the selected videos are presented in Table 1.

After selecting the videos, each is watched several times to understand the influencer's general message, tone, and communication style. This initial viewing helps establish an overall impression and guides the next steps of the analysis. The videos are then divided into segments and examined in greater detail. These segments are categorized into four main

Table 1 Video Links

Youtube Account	Video Link	Date	Duration	Viewers
Karina Devi	<a href="https://youtu.be/85idASnJnS8?si=aMGKrjOYMRdx4-ny">https://youtu.be/85idASnJnS8?si=aMGKrjOYMRdx4-ny</a>	26 January 2022	6:40	36,000
Cantika Putri	<a href="https://youtu.be/-57I8H0K-Qk?si=zQZv0mgc9DG9R-lq">https://youtu.be/-57I8H0K-Qk?si=zQZv0mgc9DG9R-lq</a>	23 February 2020	10:09	15,000
Peachy Liv	<a href="https://www.youtube.com/watch?v=3VUoBte30Bc">https://www.youtube.com/watch?v=3VUoBte30Bc</a>	5 December 2021	10:01	7,200

parts: the opening, product introduction, main content, and closing section. This categorization allows the researcher to observe how non-verbal communication functions differently across various stages of the endorsement.

Within each segment, instances of body language are identified, coded, and classified. The non-verbal cues examined include hand gestures, facial expressions, finger gestures, eyebrow movements, and body posture. Each gesture is analyzed to determine its function, such as whether it serves to attract attention, emphasize information, convey enthusiasm, or build trust with the audience. The context in which each gesture appears is also considered, since meaning can change depending on what is discussed or is shown at a given moment. To guide interpretation, the analysis draws on theories of body language and endorsement strategies, enabling a deeper understanding of how influencers use non-verbal communication to strengthen their promotional messages and engage viewers.

## RESULTS AND DISCUSSIONS

This section presents the overall findings, followed by a discussion of interpretations of the non-verbal cues. To determine the types of body language used and their meanings as conveyed by the endorsers in their social media videos, this section is divided into two parts. The initial part focuses on identifying the specific types of body language utilized by the endorsers during the video creation process. The observational focus covers the introductory segment, the product presentation, the core content delivered, and the concluding remarks or summary. Furthermore, the subsequent section discusses the implications of the endorsers' body language, alongside explanations of the contextual situations in which it is displayed in the videos.

The findings, as shown in Table 2, identify the various types of non-verbal communication used by the endorsers in producing their video content. The non-verbal cues exhibited by the endorsers in the videos are diverse, including facial expressions, hand gestures, finger movements, eyebrow raises, and overall body posture. The endorsers utilize each of these forms

of non-verbal communication at different stages of their presentations to convey distinct meanings and contextual significance.

Table 2 comprehensively illustrates the frequency and prevalence of various forms of body language used by the endorsers in their respective video presentations. Among all categories, hand gestures are the most frequently used, with a total of 28 instances: Cantika Putri uses them the most (11), followed by Karina Devi (10) and Peachy Liv (7). Facial expressions appear 16 times in total, with Karina Devi showing the highest use (8). Eyebrow movements are observed 13 times, with Cantika Putri contributing the most (6 instances). Finger gestures are used 10 times, equally by Karina Devi and Peachy Liv (4 each), and slightly less by Cantika Putri (2). Lastly, body postures are the least used form of body language, appearing only 5 times across the three endorsers.

Overall, the table shows that Karina Devi and Cantika Putri use comparable numbers of body language cues (27 and 26, respectively), while Peachy Liv uses the fewest (19). The total number of body language instances across all endorsers is 72. The findings indicate that non-verbal communication plays a significant role in their video endorsements and contributes meaningfully to message delivery.

Furthermore, the body language that the endorsers express can be interpreted as follows. Each influencer's body language, as examined, consists of four video segments: opening, introduction, main content, and closing. In the opening segment, the influencers often use eyebrow flashes and facial expressions (e.g., smiling) to convey excitement and establish a friendly tone. Next, the introduction segment shows that open-palm gestures are common, signaling sincerity and enthusiasm about the product. Afterwards, in the main content, they display more nuanced expressions; for example, a smirking expression is used to lightly mock improper skincare routines, reflecting both humor and critique. Finally, the closing segment features facial expressions and eyebrow movements to convey confidence and reinforce the product's value. These performances align with endorsement strategies aimed at building trust and fostering emotional connections with viewers.

Table 2 The occurrences of body language used by the endorsers in their video

Type of Body Language	Karina Devi	Cantika Putri	Peachy Liv	Total
Hand gestures	10	11	7	28
Facial expression	8	5	3	16
Eyebrow movement	5	6	2	13
Finger gestures	4	2	4	10
Body postures	0	2	3	5
Total	27	26	19	72

The frequent use of hand gestures, observed 28 times across the three videos, suggests that the endorsers frequently highlight spoken words with accompanying gestures, thereby bolstering their credibility. This result aligns with several findings indicating that audiences often prefer the non-verbal channel when verbal and non-verbal messages are inconsistent. In product endorsement contexts, synchronizing words and gestures enhances persuasiveness, whereas inconsistencies may compromise perceived authenticity. Another significant finding is that facial expressions and eyebrow movements, although used less frequently than hand gestures, appear to serve a more strategic purpose. For example, smiles and eyebrow flashes at crucial moments, such as product announcements or conclusions, increase viewers' positive emotional tone. This suggests that influencers employ body language as a purposeful rhetorical device to guide audience perception rather than using it indiscriminately.

The analysis presented here examines the implications inherent in the body language the endorsers use, as well as the specific expressions they seek to convey throughout the production of their endorsement videos. Each selected YouTube video is systematically categorized into four distinct segments: opening, introduction, main content, and closing. The interpretation of body language is examined by discussing one example from Karina Devi's content, employing the theoretical framework that underpins this research and grounds the analysis conceptually.

Karina Devi reviews a skincare brand, specifically a serum. In the opening segment, her performance is presented in Figure 1. At this stage, she uses facial expressions and an engaging tone to capture viewers' attention and establish an approachable first impression. In this fragment, she states:

*"Hey everyone, welcome back to my channel. Hari ini aku **super excited** banget karena hari ini aku bakal nge-review skincare lagi."*  
 English: Today, I am super excited because today I will be reviewing skincare again.

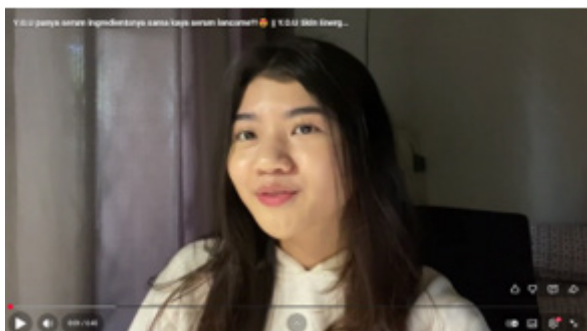


Figure 1 Karina Devi's Excerpt 1: 0:01 – 0:07

When she states, "...super excited...", Karina Devi's eyebrows flash, a quick upward movement. This non-verbal cue indicates confidence and

enthusiasm as she opens the video. In professional and communicative settings, an eyebrow flash can also signal genuine interest or engagement. It suggests that she seeks to connect positively with viewers and draw their attention to the product she reviews.

The next segment introduces the product. Karina Devi's performance is shown in Figure 2. In this segment, her body language becomes more deliberate as she shifts from greeting the audience to presenting the product's key features. In this fragment, she states:

*"Skin care yang aku bakal review hari ini itu adalah skincare terbaru dari..."*  
 English: The skincare that I will be reviewing today is the newest skincare from...  
 (Showing hand gestural moves) and opening palms)

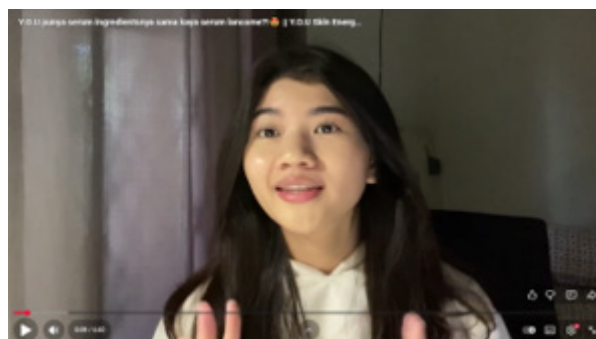


Figure 2 Karina Devi's Excerpt 2: 0:07 – 0:11

People who display open palms are perceived as honest and sincere. This gesture can also function as a questioning or inviting signal. In this situation, Karina Devi moves her hands with palms open. This gesture may indicate her genuine feelings, as she expresses honesty and excitement about promoting the product in the video, consistent with the enthusiasm she demonstrates in the opening section.

The following segment is the main content. In this part, Karina Devi discusses the use and benefits of the product in greater detail. Her explanation is accompanied by more focused verbal delivery and supportive body language, indicating a shift from emotional engagement to informational emphasis. In one fragment, as shown in Figure 3, she states:

*"...Sebelum kalian asal **mix and match skincare** ini, mendingan aku tunjukin ke kalian satu per satu kegunaan dari serum ini..."*  
 English: Before you just mix and match this skincare, I'd better show you the use of each serum...  
 (showing a smiling facial expression while showing all types of serum)

When she states "mix and match skin care ini," Karina Devi smiles, with her mouth oriented

toward the products as she displays all product types and explains their uses. In this excerpt, she likely displays a smirk. This facial expression accompanies her verbal explanation, adding a layer of playfulness and emphasis to the way she presents the product combination.



Figure 3 Karina Devi's Excerpt 3: 0:27 – 0:33

Smirking is a facial expression often associated with amusement, mockery, or condescension. When someone smirks, they typically raise one side of the mouth into a half-smile and may narrow the eyes. This expression can be perceived as arrogant or insincere and is often used to create discomfort (Figueiro & Law, 2024). However, in this context, the endorser appears to use this type of body language to lightly mock the “habits” of Indonesian consumers who tend to experiment with products without considering potential harm to their skin. As a result, she offers suggestions for more appropriate product use. At the same time, such a smirking expression may also signal an attempt to highlight the product’s benefits in a humorous and relatable manner.

Such multi-layered interpretation draws attention to a significant challenge in body language interpretation. Although gestures and facial expressions can convey enthusiasm or criticism, they remain open to audience interpretation. This implies that influencers may deliberately employ a form of “controlled imprecision” in their body language in digital contexts, allowing viewers to infer authenticity according to their own standards. This adaptability is advantageous from a marketing standpoint, as it enables influencers to appeal to a broader audience without altering their core content.

The final segment is the closing. Karina Devi’s performance is portrayed in Figure 4. In this segment, her body language becomes more composed and affirmative, signaling a transition toward summarizing and reinforcing the product’s value. She concludes the review by stating:

*“Sekian review aku tentang skin energy series dari... Menurut aku si ini seru dan unik banget ya karena kita bisa mix and match serum sesuai kebutuhan kulit kita.”*

English: That’s all my review about skin energy series from... I think this is really cool and unique because we can mix and match the serum according to our skin needs.

(Showing facial expression, smiling, and flashing eyebrows)

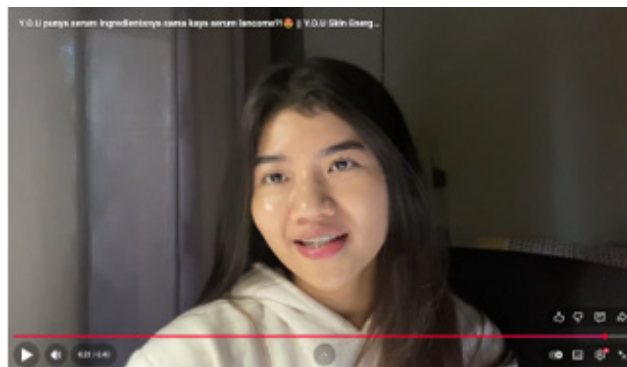


Figure 4 Karina Devi's Excerpt 4: 0:19 – 0:28

In this segment, her eyebrow flashes (eyebrow movement), signaling confidence in promoting the product. The eyebrow flash indicates that she is confident when stating her conclusion after reviewing the product. In addition, she smiles widely, indicating that she feels happy and satisfied as she concludes the review.

Among the three influencers, Karina Devi and Cantika Putri demonstrate a high and nearly equal use of body language cues, indicating a strong reliance on non-verbal communication to enhance their messages. In contrast, Peachy Liv uses noticeably fewer gestures. This comparison suggests that while Karina Devi and Cantika Putri actively employ body movements to engage audiences and emphasize their endorsements, Peachy Liv’s approach is more restrained, relying less on physical expression and placing greater emphasis on verbal delivery.

All non-verbal cues can be further analyzed as follows. Hand and finger movements significantly enhance communication; however, it is important to recognize that the meanings attributed to gestures vary across cultural contexts. For example, while a clenched fist is interpreted as a sign of emphasis or assertiveness in American culture, it may be perceived as disrespectful in Indian cultural contexts. Likewise, gestures such as a thumbs-up or an index-finger point convey different messages depending on context. However, it is crucial to exercise caution and avoid excessive gestural use, as non-verbal communication can amplify, diminish, or alter the intended message. In oral communication, body language plays an indispensable role, and to foster a relaxed atmosphere, speakers need to use gestures that reduce stiffness or rigidity. While some gestures remain culture-specific, others transcend cultural boundaries and achieve universal recognition (Keck et al., 2022; Sajjad et al., 2023).

Regarding facial expressions, the human face serves as a powerful indicator of the mind's internal states, and expressions such as "she put on a long face" are commonly used to signal emotional discomfort. Regardless of attempts to conceal emotions, feelings such as anger, fear, confusion, uncertainty, enthusiasm, and joy inevitably manifest through facial expressions. In some instances, verbal statements directly contradict the facial expressions displayed. For example, a teacher may ask a student whether the material is understood; however, the teacher does not need to wait for a verbal response, as a confused or disengaged facial expression clearly signals misunderstanding (Ebbesen & Froemke, 2021; Sokolov et al., 2020). In oral communication, it is essential that both speaker and listener face one another and maintain appropriate eye contact. However, in several non-Western cultures, such as those in East Asia, the Caribbean, and parts of Africa, direct eye contact is considered rude or inappropriate. These cultural differences may result in misinterpretation, as behaviors perceived as polite in one culture may appear offensive in another (Ruth, 2022). Specifically within the Indonesian context, Dahlan et al. (2024) note that facial expressions can convey different meanings even among individuals who share similar ethnic and cultural backgrounds.

Another form of body language shown in the video is finger gestures. The use of finger gestures conveys various meanings, including confidence in statements or uncertainty when articulating opinions to viewers. Finger movements often accompany verbal explanations and help clarify or emphasize meaning. Clough and Duff (2020) highlight the importance of integrating speech and gesture, arguing that together they create a rich communicative context that reflects the cognitive processes underlying language production and transforms thought into communication.

Eyebrow movement is one of the most important forms of body language. An eyebrow flash involves a brief elevation of the eyebrows lasting less than one-fifth of a second and functions as a strong indicator of interest. People use eyebrow flashes in three primary contexts. First, the gesture signals professional interest, such as approval, agreement, gratitude, or confirmation, and operates as a non-verbal equivalent of "yes." Second, it may indicate romantic interest. Third, it signals social recognition when individuals acknowledge one another, communicating pleasure upon encountering each other (Gillespie-Lynch, 2017).

Whenever an eyebrow flash is used, it draws attention to the face, and educators and speakers frequently employ this gesture to emphasize key messages, such as "listen to this" or "look at me." Notably, some cultures, including Japanese culture, regard this cue as inappropriate and tend to avoid its use. Research conducted by scholars at the University of Pittsburgh indicates that the eyebrow flash functions as a greeting gesture that transcends cultural boundaries and is widely recognized across societies. This suggests that eyebrow flashing represents a

largely universal form of non-verbal communication shared across cultures (Gillespie-Lynch, 2017).

## CONCLUSIONS

Most content creators on the popular video-sharing platform, commonly known as YouTube, tend to begin their visual presentations by prominently displaying a range of facial expressions, which serve as a crucial element of their introductory segments. This practice aims to convey excitement and enthusiasm at the start of the video, thereby fostering a more engaging viewing experience. Non-verbal communication through facial expressions features distinct cues, such as raised eyebrows and smiles, which play a significant role in capturing viewers' attention. Additionally, while hand gestures are used during introductory segments, they occur less frequently than facial expressions. During these initial phases, hand gestures appear alongside body posture, facial expressions, and head movements, all of which contribute to the overall dynamism of the opening sequences. Together, these introductory non-verbal signals set the tone for the video and establish a connection with the audience from the outset.

Building on this foundation, the body language of endorsers during the main content segment varies considerably and is largely shaped by the specific products they review or discuss. Camera positioning throughout the recording process also plays a pivotal role in shaping how body language is expressed. For instance, one creator may choose to present only the upper half of the body on screen, while another may incorporate the entire body into the frame. This distinction suggests that YouTubers who adopt a half-body presentation rely more heavily on hand gestures and facial expressions, whereas those who use a full-body shot gain greater freedom of movement, allowing them to display a broader range of body language throughout their presentations. In this way, the main content segment becomes an opportunity to combine both verbal explanations and purposeful non-verbal cues to enhance persuasiveness.

In the concluding segments of their videos, the body language endorsers predominantly use centers on hand gestures combined with facial expressions. This form of non-verbal communication tends to be more straightforward and accessible, particularly during closing remarks, as content creators express gratitude and bid farewell to viewers. Such gestures and expressions help strengthen emotional connection and leave a positive final impression on the audience. Thus, across the three segments, introduction, main content, and closing, body language emerges as a continuous and deliberate tool for guiding viewer perception and reinforcing endorsement messages.

Overall, body language enhances the quality of product endorsement and supports verbal communication in business promotion, particularly on online video platforms that operate through one-way

communication. Although body language is sometimes regarded as a supplementary element, it functions as a key persuasive strategy in online endorsements. Given the potential for audience misinterpretation, these findings underscore the importance of non-verbal communication training for practitioners, not only in expressiveness and authenticity but also in cultural sensitivity. In particular, influencers must remain aware of how gestures and expressions may be interpreted differently across audiences, which can either strengthen or dilute the intended message.

This research is limited to three YouTube videos created by Indonesian female influencers reviewing skincare products. The dataset focuses exclusively on young female content creators within a narrow product category, which may limit the diversity of non-verbal behaviors observed. In addition, the sample size is relatively small, and the selected videos share similar characteristics in duration, content structure, and presentation style. These constraints may restrict the generalizability of the findings, as the identified patterns do not necessarily represent influencer communication across broader demographics or product categories. Nevertheless, these limitations provide a focused view of how non-verbal communication operates in a controlled context.

Therefore, future research can include a wider range of influencers, such as male creators or individuals from different age groups and backgrounds. Subsequent studies may also examine other product categories, including food, footwear, clothing, or service-based endorsements such as travel or fitness programs. Incorporating more diverse video samples and larger datasets would enable a deeper understanding of how non-verbal communication operates across varied contexts and endorsement types. Such expanded research would allow for a more comprehensive account of how influencers intentionally use gestures, expressions, and body language to communicate with and persuade their audiences.

**Author Contributions:** Conceived and designed the analysis, M. W., and H.; Collected the data, M. W., and H.; Contributed data or analysis tools, M. W.; Performed the analysis, M. W., and H.; Wrote the paper, M. W., and H.; Other contribution, M. W., and H.

**Data Availability Statement:** Data available within the article or its supplementary materials. The authors confirm that the data supporting the findings of this study are available within the article [and/or] its supplementary materials. It is available in the methods section.

## REFERENCES

- Abdulghafor, R., Turaev, S., & Ali, M. A. H. (2022). Body language analysis in healthcare: An overview. *Healthcare*, *10*(7), 1251. <https://doi.org/10.3390/healthcare10071251>
- Armstrong, D. F. (2002). *Original signs: Gesture, sign, and the sources of language*. Gallaudet University Press.
- Cialdini, R. B. (2009). *Influence: Science and practice*. Pearson.
- Clift, R., & Rossi, G. (2024). Speaker eyebrow raises in the transition space. *Social interaction. Video-based studies of human sociality*, *6*(3). <https://doi.org/10.7146/si.v6i3.142897>
- Clough, S., & Duff, M. C. (2020). The role of gesture in communication and cognition: Implications for understanding and treating neurogenic communication disorders. *Frontiers in Human Neuroscience*, *14*(323), 1-22. <https://doi.org/10.3389/fnhum.2020.00323>
- Cuilan, J. T., Chavez, J. V., Soliva, K. J. G., Jaafar, S. H., Savellon, K. I. S., Tantalie, E. M., & Alban, S. E. (2024). Verbal and non-verbal communication patterns of persuasive selling among live online sellers. *Environment and Social Psychology*, *9*(8). <https://doi.org/10.59429/esp.v9i8.2519>
- Dahlan, S., Wulandari, S., & Ramdani, A. (2024). Facial expressions: Non-verbal communication in Eastern Indonesia. In *Proceedings of ICoLT-Hybrid Conference*, *1*(1), 202-211.
- Ebbesen, C. L., & Froemke, R. C. (2021). Body language signals for rodent social communication. *Current Opinion in Neurobiology*, *68*, 91-106. <https://doi.org/10.1016/j.conb.2021.01.008>
- Figueiro, M., & Law, C. (2024, September 24). *Smirking psychology: Decoding the subtle art of facial expression*. <https://neurolaunch.com/psychology-of-smirking/>
- Gillespie-Lynch, K. (2017). *Gestural theory of language evolution*. City University of New York.
- Haq, M. D., & Chiu, C. M. (2024). Boosting online user engagement with short video endorsement content on TikTok via the image transfer mechanism. *Electronic Commerce Research and Applications*, *64*, 101379. <https://doi.org/10.1016/j.elerap.2024.101379>
- Hömke, P., Levinson, S. C., Emmendorfer, A. K., & Holler, J. (2025). Eyebrow movements as signals of communicative problems in human face-to-face interaction. *Royal Society Open Science*, *12*(3), 1-32. <https://doi.org/10.1098/rsos.241632>
- Ismail, N. A. S., Mageswaran, N., Bujang, S. M., & Besar, M. N. A. (2024). Beyond words: Analyzing non-verbal communication techniques in a medical communication skills course via synchronous online platform. *Frontiers in Medicine*, *11*, 1-17. <https://doi.org/10.3389/fmed.2024.1375982>
- Galdón-Salvador, J. L., Gil-Pechuán, I., AlFraihat, S. F. A., & Tarabieh, S. M. Z. A. (2024). Effect of social media influencers on consumer brand engagement and its implications on business decision making. *Profesional de La Información*, *33*(2). <https://doi.org/10.3145/epi.2024.0210>
- Keck, J., Zabicki, A., Bachmann, J., Munzert, J., & Krüger, B. (2022). Decoding spatiotemporal features of emotional body language in social interactions.

- Scientific Reports*, 12(1), 15088. <https://doi.org/10.1038/s41598-022-19267-5>
- Lin, K., & Broadbent, E. (2023). Understanding embodied effects of posture: A qualitative study. *Psych*, 5(2), 447-460. <https://doi.org/10.3390/psych5020030>
- Liu, M., Schwab, J., & Hess, U. (2023). Language and face in interactions: Emotion perception, social meanings, and communicative intentions. *Frontiers in Psychology*, 14, 1-12. <https://doi.org/10.3389/fpsyg.2023.1146494>
- Lombardo, S. M. (2024). The role of YouTube channel characteristics in shaping followers' purchase intentions and behavioural engagement: The serial mediation of satisfaction and channel loyalty. *Italian Journal of Marketing*, 2024(3), 247-265. <https://doi.org/10.1007/s43039-024-00095-6>
- Luo, C., Hasan, N. A. M., Zamri bin Ahmad, A. M., & Lei, G. (2025). Influence of short video content on consumers purchase intentions on social media platforms with trust as a mediator. *Scientific Reports*, 15(1), 16605. <https://doi.org/10.1038/s41598-025-94994-z>
- Macuch Silva, V., Holler, J., Ozyurek, A., & Roberts, S. G. (2020). Multimodality and the origin of a novel communication system in face-to-face interaction. *Royal Society Open Science*, 7(1), 182056. <https://doi.org/10.1098/rsos.182056>
- Milazzo, F., Augello, A., Pilato, G., Gentile, V., Gentile, A., & Sorce, S. (2017). Exploiting correlation between body gestures and spoken sentences for real-time emotion recognition. In *Proceedings of the 12<sup>th</sup> Biannual Conference on Italian SIGCHI Chapter*, 1-6. <https://doi.org/10.1145/3125571.3125590>
- Ruth, M. (2022). *Eye Contact*. <https://www.ebsco.com/research-starters/communication-and-mass-media/eye-contact>
- Sajjad, T., Khan, H. F., Yasmeen, R., & Waqas, A. (2023). Language of actions: The effects of teacher's kinesics on student learning and learning environment. *Journal of Education and Health Promotion*, 12(1), 1-6. [https://doi.org/10.4103/jehp.jehp\\_992\\_22](https://doi.org/10.4103/jehp.jehp_992_22)
- Sathik, M., & Jonathan, S. G. (2013). Effect of facial expressions on student's comprehension recognition in virtual educational environments. *SpringerPlus*, 2(1), 455. <https://doi.org/10.1186/2193-1801-2-455>
- Sheng, X., Qiao, K., Li, Z., Li, Z., & Zhang, Y. (2025). "Welcoming with a smile": How anchors' facial expressions drive consumer purchasing behavior. *Aslib Journal of Information Management*. <https://doi.org/10.1108/AJIM-11-2024-0883>
- Shoukat, M. H., Selem, K. M., & Shah, S. A. (2023). How does social media influencer credibility blow the promotional horn? A dual mediation model. *Journal of Relationship Marketing*, 22(3), 172-201. <https://doi.org/10.1080/15332667.2023.2197767>
- Sokolov, A. A., Zeidman, P., Erb, M., Pollick, F. E., Fallgatter, A. J., Ryylin, P., Friston, K. J., & Pavlova, M. A. (2020). Brain circuits signaling the absence of emotion in body language. *Proceedings of the National Academy of Sciences*, 117(34), 20868-20873. <https://doi.org/10.1073/pnas.2007141117>
- Tipper, C. M., Signorini, G., & Grafton, S. T. (2015). Body language in the brain: Constructing meaning from expressive movement. *Frontiers in Human Neuroscience*, 9. <https://doi.org/10.3389/fnhum.2015.00450>
- Xia, Y. X., Chae, S. W., & Xiang, Y. C. (2024). How social and media cues induce live streaming impulse buying? SOR model perspective. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1379992>
- Yang, H., Xu, X., & Wang, B. (2025). The power of body language: Understanding anchor's body language and the success of live-streaming e-commerce. *Nankai Business Review International*, 16(2), 332-358. <https://doi.org/10.1108/NBRI-01-2024-0010>
- Yoo, J. J., Kim, H., & Choi, S. (2024). Expanding knowledge on emotional dynamics and viewer engagement: The role of travel influencers on YouTube. *Journal of Innovation & Knowledge*, 9(4), 100616. <https://doi.org/10.1016/j.jik.2024.100616>
- Zhang, M. M., & Ng, Y. M. M. (2024). Beyond dislike counts: How YouTube users react to the visibility of social cues. *New Media & Society*, 28(1), 230-249. <https://doi.org/10.1177/14614448241287510>
- Zhang, Z., Bowcher, W. L., & Yang, B. (2025). Toward a system of gesture-speech relations in elementary science teaching. *Journal of Research in Science Teaching*, 62(5), 1298-1318. <https://doi.org/10.1002/tea.21997>
- Zhu, L., & Wang, Y. (2025). Acting real: A cross-cultural investigation of finfluencer strategic authenticity. *International Journal of Advertising*, 44(1), 164-183. <https://doi.org/10.1080/02650487.2024.2437289>
- Zloteanu, M., Krumhuber, E. G., & Richardson, D. C. (2021). Sitting in judgment: How body posture influences deception detection and gazing behavior. *Behavioral Sciences*, 11(6), 85. <https://doi.org/10.3390/bs11060085>