

The Hidden Traps of Digital Advertising: A Case Study on Azarine and Cleora Beauty

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Abstract *Developments in digital technology have driven major changes in communication patterns, including in product marketing strategies that use social media. Communication that is not delivered appropriately can contain logical fallacies that mislead audiences and damage brand reputation. This study aims to identify the types of logical fallacy that appear in the promotional content of two cosmetic brands, namely Azarine and Cleora Beauty, through the Instagram and TikTok platforms. The research uses a literature study method with a descriptive qualitative approach. The results show that Azarine uses fallacies such as Hasty Generalization, Appeal to Authority, and False Dilemma in its advertisements, while Cleora Beauty shows Ad Hominem fallacy, False Consensus Effect, Confirmation Bias, Hasty Generalization, and Bandwagon Fallacy. While these strategies are effective in attracting public attention, using them without factual basis and empathy can trigger negative sentiments and create a reputation crisis. Therefore, companies need to implement ethical, empathetic, and data-driven communication to maintain integrity and public trust.*

Keywords: *Digital communication, social media, marketing strategy, Logical Fallacy, Logical Fallacy Cosmetic Product*



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INTRODUCTION

The basic need to survive and work together requires communication, this is because communication functions as a means of information and expression as well as a way to be able to socialize with each other. The communication process includes speaking, listening and writing both verbally and nonverbally. There are several factors that can affect communication, namely culture, psychology and the environment, from communication will create feedback and interference which is the final result of delivering a message and can determine the success of a communication that has been done before, while the purpose of business communication is to inform, educate, influence and entertain within the scope of the organization whose success rate can be influenced by an effective and appropriate recruitment process and also required training in accordance with work needs, team coordination, promotion and quality of relationships with stakeholders. In a communication can be said to be good if it is based on the values of honesty, sincerity, responsibility and politeness which in its continuity in business is reflected by communication that contains the value of organizational integrity and obeys the professional code of ethics. (Dr. Yosai Iriantara, 2015). In a life, language is an important aspect that is used as a means of communication in daily activities both in the aspects of education, science and the world of work. And now in the era of globalization has presented the use of slang whose context is different from Indonesian which has been established as the national language in the country of Indonesia which results in misunderstanding perceptions, especially in the business world. (Vebrina et al., 2024).

Errors in thinking in communication can have an impact on opinions and narratives that are

misleading or wrong, to avoid this, a deep understanding of the ability to think critically and analytically is needed because in thinking there is an activity or mental activity carried out by someone in connection with a problem that needs to be solved immediately. When thinking, it will basically create good abilities in terms of remembering, considering, describing, comparing and connecting things in their minds which then makes a person able to make decisions and find ideas in solving problems that are being faced so that it can be easy to draw conclusions that are considered correct and appropriate. (Veranita Indah & Mutahirah, 2023). The unclear meaning of words will cause ambiguity and errors in the reasoning process of the information conveyed, this occurs because of differences in understanding of the meaning of words or terms used, so a detailed and deep understanding of basic concepts is needed which aims to increase sharpness in critical thinking and analytical skills towards the definition of terms and words to be used. It should be understood that language is not only a means of communication but also has a function as the main means for a person to think while words are symbols of an idea, if there is a mistake in understanding words, it is the same as a mistake in understanding ideas. So it can be said that if words or terms can be understood correctly, it will avoid other people misunderstanding what is conveyed and this can avoid mistakes in thinking. The types of thinking errors can be caused by: 1. Using different words or meanings in the same context, 2. The meaning conveyed is unclear and creates different understandings, 3. Using words or terms that refract the truth. (Budiarto & Makau, 2025).

Trends in the digital age are now the direction of digital behavior and technological developments can affect the way to deal with life, the way to get work done and know what business models exist in modern society today and can see broad technological advances in various sectors. evolution has occurred from time to time starting from the computerization era to the internet then cloud computing and now the latest is artificial intelligence (AI) and IoT. This evolution has created a major change in terms of doing business from conventional to digital models. Digital-based technologies that are taking place now are 1. Artificial Intelligence (AI) which can be used for automation, data analysis and prediction, 2. Machine Learning which is a system that allows learning from data, 3. Internet of Things (IoT) which is a device that can connect technology for smart homes to autonomous vehicles, 4. Big Data which is data processing that can accommodate large amounts of data with functions as a tool for making strategic decisions, 5. Cloud Computing, which is storing and processing data online, Blockchain, which is a decentralized data technology that is safe to use, which was first known by the popular name cryptocurrency. The digital phenomenon encountered today is that people have a dependence on technology in carrying out daily activities, from shopping, working, studying and looking for entertainment to finding pleasure, this has led to the emergence of the term digital native, which is a generation that grew up because of digitalization and generally has a smart and critical behavior in terms of demanding speed, transparency and personalized service. While in the industrial world digitalization is used for data analytics and automation of work processes, in contrast to the world of government the digitalization system is used for more efficient and effective public services and also functions as a tool for transportation, security and the environment. (Erwin et al., 2023)

People's lifestyles have changed significantly with the development of social media and making platforms such as tiktok. Instagram and YouTube have become information media to absorb and share information including the world of beauty by giving rise to beauty vloggers who are individuals with a routine of creating beauty product review content and have a huge impact on audiences including generation Z and millennials, there are also several artists who have family personality figures and have been used as promotional tools because they are considered to be able to influence the increase in public trust with the figures attached to them. With this potential, the risk of logical fallacy will also increase, especially if the content presented does not have sensitivity to the emotional or social conditions of the audience. (Nawal Athaillah Ramadhan, 2024).

METHOD

The author uses the literature review study method using qualitative data from several journals concerning the discussion of logical fallacy caused by the delivery of information from social media on beauty products that are currently rife because the figures who deliver the news are not people from users who have used these beauty products, which actually the information conveyed is not in accordance with the facts. The flow of research that the author does can be seen in Figure 1 below.

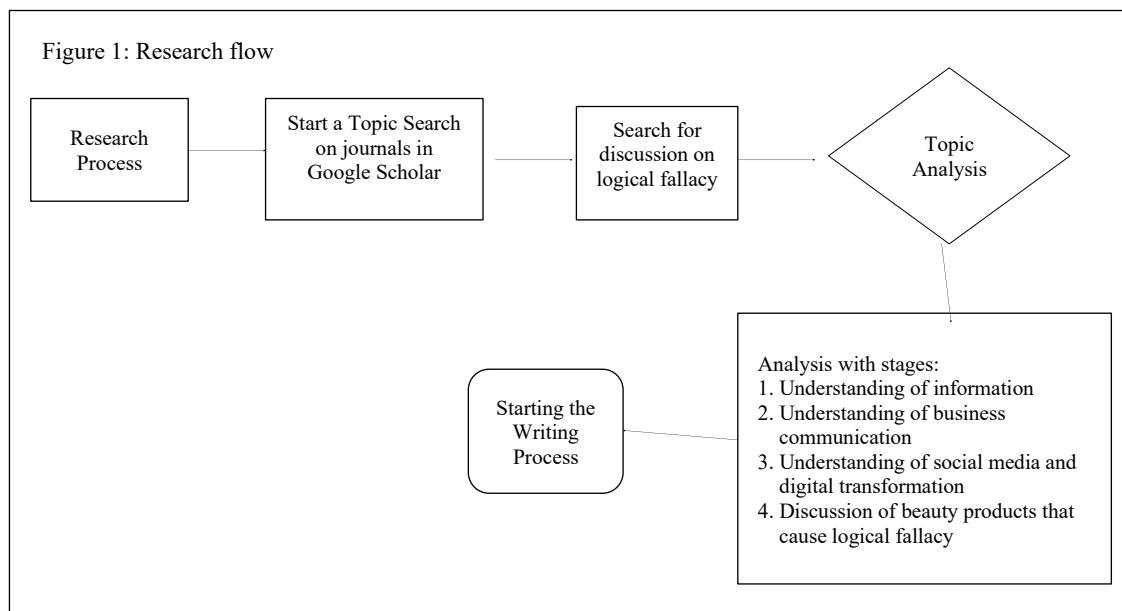


Figure 1. Research Flow illustrates the author's flow of compiling this journal from the beginning to the end of writing this journal.
Source : Author (2025)

In this case, the author wants to provide an understanding that to understand information, it is necessary to first identify the truth, this can be done by selecting information media both from digital account users and digital platforms that convey news by ensuring reviews or track recordings of the news that has been delivered by the person concerned. So because of this, the author has also summarized several journals obtained which are then used as a reference for writing this journal to avoid logical fallacy arising from the writing in this journal, which can be seen and explained in table 1 below.

Table 1 Analysis of Research Results

No.	Source title	Author	Discussion Content	Conclusion
1.	Aristotle's Logic: The Development of Logic and Fallacies of Thinking	Astrid Veranita Indah, Mutahirah	Aristotle's history of logic recognizes the existence of syllogisms and ten categories of logic as the basis for rational thinking and types of errors in thinking, ranging from Argumentum ad Populum, Red Herring, Straw Man, Petitio Principii (Begging the Question), Hasty Generalization.	Logic is a key tool in the process of correct, valid and valid thinking. It not only helps humans achieve correct knowledge, but also prevents logical fallacies that can lead them astray. With logic, humans can distinguish between valid and fallacious arguments, and think rationally and systematically.
2.	Digital Transfomation	Book Erwin, Erwin P, Afdhal Chatra Pasaribu, Asmara Wildani Novel, Nurillah Jamil Achmawati Sepriano Thaha, Abdurrahman Rahim Adhicandra, Iwan Suardi, Citra Nasir, Arnold Syafaat, Muhammad	Digital transformation is a fundamental change in the way businesses use technology (AI, IoT, Big Data, Cloud). Stages of transformation: evaluation, planning, technology selection, implementation, training, and evaluation. Challenges: HR readiness, infrastructure, data security, and regulations. Social media is becoming a vital tool in modern business and marketing communications, but it is vulnerable to miscommunication if it is not ethical or sensitive to the audience.	Digital transformation is a fundamental change in the way organizations operate and interact with customers through the use of technologies such as AI, IoT, Big Data, and Cloud Computing. This transformation not only includes technology adoption, but also demands changes in organizational culture, improved HR competencies, and adaptive business strategies. The goal is to improve efficiency, innovation, customer experience, and competitiveness in the digital age. To succeed, businesses need to follow systematic stages-from analysis, planning, technology selection, implementation, training, to continuous evaluation. Digital transformation is an urgent strategic necessity to survive and excel amidst ever-evolving technological disruption.
3.	Content analysis of Logical Fallacy in "Azarine" advertisement on Instagram account @azarinecosmeticoofficial	Wilna Liana Az Zahra dan Leonita Kusumawardhani	Azarine's ad on Instagram shows fallacies such as: Hasty Generalization: claims of instant glow without data. Appeal to Authority: using celebrities for validation. False Dilemma: limiting the choice of skin type.	Azarine beauty product advertisements published through the official Instagram account use several forms of logical fallacy as promotional strategies, especially hasty generalization, appeal to authority, and false dilemma. Claims that state instant results without scientific evidence, the use of public figures to build credibility, and the simplification of consumer choice, have proven effective in attracting public attention and increasing digital interaction (likes and comments). However, these strategies risk misleading critical consumers and can damage brand reputation if not accompanied by transparency and supporting evidence. Therefore, companies need to be more careful

No.	Source title	Author	Discussion Content	Conclusion
				and ethical in delivering promotional information in order to maintain public trust and long-term brand credibility.
4.	Cleora Beauty Content Blunder Case Review From the Perspective of Misguided Thinking	Nawal Athaillah Ramadhan, Suprima	Cleora Beauty caused controversy due to content that implied: Ad Hominem against acne sufferers. False Consensus, Confirmation Bias, and Bandwagon Fallacy. This miscommunication triggered a widespread reputation crisis.	Cleora Beauty's promotional content uploaded through social media, especially Instagram and TikTok, contains several logical fallacies that cause controversy, such as ad hominem, false consensus effect, confirmation bias, hasty generalization, and bandwagon fallacy. Content that implied negative stereotypes of individuals with acne triggered widespread negative reactions from the public and damaged the brand image. This case shows a lack of empathy, content evaluation, and understanding of audience psychology. As a result, Cleora Beauty suffered a reputation crisis that reflects the importance of ethical, empathetic and data-driven communication in digital marketing strategies.
5.	Effective Communication Strategies in Business application of unambiguous sentences to avoid misunderstanding	Kezia Youan Vebrina, Lintang Kinasih, Khoilila Muddalifa, Luh Putu Restiana, Wulandari, Moh Harun Al Rosid, Dewi Puspa Arum	The importance of using clear and unambiguous language in communication, especially in negotiation and business contexts, to prevent misunderstandings. Examples of ambiguous statements are given and corrected to be more specific so that instructions can be well understood. In addition, Indonesian plays an important role in creating cooperation and success in the world of work, both internally and externally.	The use of clear and precise language is essential in business communication to avoid misunderstandings and increase the effectiveness of interactions. Good and correct Indonesian can enhance business credibility and reputation, as well as attract the attention of consumers and investors. Awareness of cultural diversity and the ability to communicate effectively are key in maintaining good professional relationships.
6.	Transformation of Business and Consumer Interaction in the Era of Digital Communication	Surti Wardani	1. Data Security Policy: Companies should adopt strong data security policies, including security infrastructure and employee training to protect consumer information. 2. Privacy Transparency: Privacy policies should be clear and easy to understand, explain the types of data collected and how it is used, and comply with applicable regulations. 3. Content Marketing and Engagement: Relevant content can increase brand awareness and build communities, while web analytics help companies track performance and consumer engagement.	Digital communication is an important tool in building strong relationships between companies and consumers, with a focus on responsive and relevant interactions. Combining SEO and SEM strategies can significantly increase website visibility and conversions. In addition, data analysis and constant evaluation allow companies to optimize their communication strategies and face challenges in the digital age.
7.	Analysis of Language Errors in Social Media News Platforms	Fitri Alfarysy, Maghfirah, Enrika Devinsky, Rr Kamila Hastiani	1. Reporter Verbs: News stories use reporter verbs that indicate conversation, such as "say" and "describe", as well as intransitive verbs that require an object. 2. Listening and Note-taking Technique: The research was conducted by listening to news from LINE TODAY and recording the language errors found, including syntax and diction errors. 3. Journalistic Language: The language used in news should be short, concise, clear, and straightforward, and include time and place information to provide factual information.	his study found 20 language errors in 19 news articles out of 151 news articles analyzed in the September 2021 edition of LINE TODAY. The errors include spelling, morphology, syntax, and diction, which can affect readers' understanding. Hopefully, the results of this study can improve the quality of news writing to be more in accordance with Indonesian language rules and provide better knowledge to readers.
8.	Language Errors in Covid-19 News Texts on CNN Indonesia Online Media	Ana Farichatun Naschah, Dwi Rahmawati, Triasih	This study uses a qualitative descriptive method to describe the data obtained, focusing on analyzing meaning and language errors. Four types of language errors were analyzed: spelling, morphology, syntax, and diction, with spelling errors being the most common. This research aims to improve the quality of news writing to be more informative and accurate.	This study concludes that there are various language errors in CNN Indonesia's online news about Covid-19, which include spelling, morphology, syntax, and diction. These errors can affect the reader's understanding of the information conveyed. Therefore, it is important to correct language errors to make the news more effective and easy to understand.
9.	The Importance of Understanding Words and Definitions in Preventing Thinking Errors	Muhammad Yusuf Budiarto, Abdul Vickram Makau, Azizurahman, Deassy Arestya Saksitha,	This journal highlights the importance of understanding words and concepts to prevent thinking errors. When a person lacks understanding of the meaning of words, bias, misinterpretation, and irrational decision-making can occur. A good understanding of language aids effective communication, avoids miscommunication, and enhances critical and analytical thinking skills. Expanding linguistic horizons and structuring clear communication are necessary to reduce the risk of	The conclusion of this journal is that proper understanding of words and concepts is essential in building a logical, rational, and critical mindset. Lack of comprehension can lead to various thinking errors, miscommunication, and erroneous decision-making in various fields, including academic, social, and professional. Therefore, improving language skills and concept mastery are crucial steps to prevent thinking errors and improve the quality of decision-making and communication.

No.	Source title	Author	Discussion Content	Conclusion
			errors in various aspects of life, especially in the digital age of rapid information dissemination.	
10.	Business Communication	Dr. Yosol Iriantara	<p>This book reviews the basic concepts of communication, including the processes of encoding, decoding, and feedback, which are essential in every form of communication. It explains that communication takes place in a specific context and is influenced by variables such as cultural highs and lows and lifestyles. Message crafting techniques, both verbal and non-verbal, are important for communication to be effective and achieve organizational goals.</p> <p>In addition, the module emphasizes that effective communication requires an understanding of context variables, the level of implicitness of the message, and language politeness such as euphemisms. Understanding these basic concepts is important for business communication to run smoothly and achieve the desired results, both in interpersonal and organizational relationships.</p>	This book emphasizes the importance of understanding the basic concepts of communication, the process of developing messages, and context variables in order to achieve effective business communication and support organizational success.

Source: Digital Book and Journal (2015-2024)

RESULTS AND DISCUSSION

A logical, systematic and rational mindset can avoid mistakes in understanding the meaning of words and mistakes in making a decision, this needs to be supported by an understanding of words and concepts in conveying ideas clearly to prevent misunderstandings and inappropriate decision making. Language skills and critical thinking can be improved by reading, discussing and doing analytical exercises so that one can be more careful in interpreting information. In today's digital era, the information obtained is many and varied, with the ability to understand the correct word is the main keyword to distinguish facts and opinions, this is to avoid hoax news. Digital transformation is not just about adopting technology but rather a comprehensive change to the processes, culture and human resources in an organization. Excellence in the digital era will tend to depend on the ability to integrate technologies such as: AI, IoT, Big Data and Cloud. In realizing the success of digital transformation, human resources who understand digitalization are also needed, this will have an impact on the success of a more adaptive system and a visionary strategy to increase consumer engagement and operational cost efficiency. (Erwin et al., 2023)

And also occurs in advertising uploads from the @azarinecosmeticofficial Instagram account from January to May 2024 which has the most interactions regarding likes and comments and it is found that there are logical fallacies in some advertising content displayed on Instagram social media without being supported by authentic evidence that they are real users of the product being promoted, here it can be seen that logical fallacy can be experienced by utilizing consumer trust in authority figures favored by the general public. The main logical fallacy findings on azarine cosmetic products are described in table 2 below. (Liana & Zahra, 2024)

Table 2 Logical Fallacy in Azarine Cosmetic Products

No.	Name	Description	Logical Fallacy
1	Azarine Brightening	Advertising Extra Brightening Routine	Hasty Generalization which implies that Azarine products must make the skin bright and glowing, without supporting scientific evidence or explanation
2	Azarine Sunscreen	Advertising Ceraspray Sunscreen	Hasty Generalization that includes the claim "100% Real SPF Guarantee by In-Vivo Test", but without additional information about the results or the testing institution.
3.	Azarine Cosmetik	Ads with Korean celebrity Lee Min Ho and girl group Red Velvet, as well as local artist Prilly Latuconsina	Appeal to Authority on the Use of famous personalities as if to show that they actually use the product and guarantee its quality.
4.	Azarine Cosmetik	"Cleanse, Moisture, Protect" category ads	A False Dilemma that seems to only give two options for skin types (dry/dull and oily/acne-prone).
5.	Azarine Cosmetik	Advertisements aired by this brand	Do not use logical fallacies that attack competitors (Ad Hominem) in their advertisements, such as putting down other brands or giving direct criticism of competitors' products.

No.	Name	Description	Logical Fallacy
The explanation is on azarine products that use Instagram content:			
a.	Logical fallacy in Hasty generalization	occurs when advertising claims draw conclusions too quickly without sufficient data, potentially misleading consumers who are unfamiliar with technical information.	
b.	Logical fallacy in Appeal to Authority	uses public figures or celebrities to strengthen product claims, even though they are not necessarily scientifically or factually valid.	
c.	Logical fallacy in False Dilemma	in the ad creates the perception that there are no other options outside of these two categories, even though skin conditions vary greatly. This unrealistically limits consumer choice.	
d.	The logical fallacy of Not Found Ad Hominem in Azarine ads	proves to be an effective strategy in attracting attention, but also risks misleading consumers and reducing brand credibility if not used ethically.	

Source: Journal (2024)

In the discussion of azarine cosmetics, it can be seen that social media platforms allow companies to interact directly, build communities and can measure the effectiveness of communication in real time, but behind the many benefits obtained, companies are also faced with complex challenges such as the need for consistent narratives, reputational risk management and the need to protect consumer data. Companies that are able to integrate digital technology strategically and ethically in all their activities regarding communication will gain success in business. (Wardani, 2023). Logical fallacy also occurs in other cosmetic products such as those found in Cleora beauty products described in table 3 below.

Table 3 Logical Fallacy pada Produk Cleora Beauty

No.	Fallacy	Explanation
1.	Ad Hominem	The content is perceived as demeaning to individuals with acne (acne fighters), conveying baseless negative stereotypes.
2.	False Consensus Effect	The assumption that the audience will agree with their way of delivery, when in fact they don't.
3.	Confirmation Bias	Only look at positive feedback from previous strategies, ignoring negative data or signals.
4.	Hasty Generalization	Making big assumptions about the audience based on limited data or experience.
5.	Bandwagon Fallacy	Following a popular strategy or trend without a critical evaluation of the fit with the brand.

The findings from the Instagram and tiktok content of Cleora beauty products are:

- Cleora Beauty's content has offended their main audience (individuals with acne), causing a wave of criticism from other audiences.
- Brand reputation is damaged because the content is considered unempathetic and offensive to audiences who have acne.
- This fallacy shows the weakness of the content evaluation process and the lack of deep understanding of audience psychology.

Source: Journal (2024)

From the case of azarine cosmetics and Cleora beauty, it can be illustrated that language errors can risk misleading readers because writing news or information should follow language rules that contain factual, standardized, clear and informative. (Alfarisy et al., 2022). In communicating, it must contain empathy and it is necessary to evaluate communication to avoid fatal impacts because it will create a misunderstanding of the information received, as happened to Cleora beauty which received widespread criticism after publishing promotional content that was considered demeaning to people who had acne (acne fighter). From this, it has a serious impact on the company's reputation because it is considered not to have empathy for the audience concerned. (Nawal Athaillah Ramadhan, 2024). Understanding the rules of Indonesian language is very important, even those used in professional media requires more attention to the preparation of news so that the information conveyed is clear, accurate and does not mislead readers. (Naschah et al., 2020).

CONCLUSION

This study found that Azarine product advertisements on Instagram often use two types of logical fallacy dominantly, namely Hasty Generalization and Appeal to Authority. Hasty Generalization can be seen from one-sided claims without strong evidence, while Appeal to Authority can be seen from the use of public figures (such as celebrities) to establish credibility without guaranteeing objectivity. While this strategy is effective in attracting attention and increasing interaction (likes and comments), the practice risks misleading consumers and damaging reputation if noticed by critical audiences. Azarine's ads were not found to use the Ad Hominem logical fallacy, which typically attacks competitors. Therefore, companies need to be careful in using logical fallacy-based promotional strategies so as not to harm consumers or brand reputation. In the case of Cleora beauty, it is an example of how one mistake in communication strategy can cause a major crisis impact for a product brand with content that demeans the audience, especially acne sufferers, which then invites widespread negative reactions and damages the reputation of the brand concerned, this error arises due to thinking errors such as false consensus effect, confirmation bias, ad hominem and hasty generalization, so to avoid similar mistakes from

happening again in the future, it is necessary for the Company to make efforts to carry out the following principles: 1. Understanding the audience deeply, 2. Not underestimating the power of social media, 3. Being able to filter campaign ideas more carefully, 4. Responding to crises thoughtfully and quickly, 5. Correcting mistakes and learning from experience, 6. Always producing content that is empathetic, constructive and ethical.

By applying this principle, the Company can ensure an effective and integrated marketing strategy that is also responsible to the public because the use of logical fallacy has been proven to attract public attention, which can be seen from the high number of likes and comments on advertising posts that contain these thinking errors. Although from a marketing perspective it is an effective way to increase the product brand, in its use logical fallacy can mislead consumers and has the potential to damage public trust in the brand, this is if realized by critical consumers. Digital communication has replaced traditional communication once known as print, TV and radio advertisements that connect directly to consumers who are not passive and tend to be active because they provide feedback and share their experiences directly. The relationship between brands and consumers creates a stronger bond by providing interactive and relevant digital content along with quick responses to consumers will build trust and loyalty to the brand. With digital data analysis, companies can understand consumer behavior and preferences for marketing strategy and product development needs. If logical fallacy is not addressed immediately, it will result in: 1. Product brand reputation will be damaged, 2. Widespread criticism on social media, 3. Negative response from consumers, 4. High negative sentiment. 5. The content posted contains motivation to build and not demean.

The author hopes that this journal will provide benefits regarding the understanding of logical fallacy on information and provide an overview to readers that every information must be checked regarding its truth from all aspects, never make a decision on news that is just known. Especially what is discussed in this journal is about beauty products that are often used by the general public by both men and women, it is better to check the content and reliable information first because the wrong choice of cosmetic products will have a big impact on personal appearance.

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