



Notaries as Persuasive Communicators: An Analysis of Hovland's Communication Patterns in Video Conference-Based Civil Dispute Mediation

Wawan Irawan^{1*} & Barzan Faizin²

¹ Universitas Mitra Bangsa

² UIN Sunan Gunung Djati, Bandung

**email. notariswawan1@gmail.com*

ABSTRACT

The role of Notaries as mediators in civil disputes has been widely studied from a notarial law perspective. However, research analyzing the dimensions of Notary persuasive communication in virtual mediation settings based on video conferencing is still scarce, particularly linking it to classical communication theory. This study aims to analyze Notary persuasive communication patterns as mediators in video conferencing-based civil dispute mediation, focusing on communicator credibility, message clarity strategies, and the dynamics of the communicant's psychological readiness. The study employed a qualitative descriptive method with an interpretive approach, through in-depth interviews and observations of five informants in Bandung City, analyzed using Carl Hovland's Persuasive Communication framework. The results indicate that Notary credibility is constructed performatively through displays of legal mastery and neutrality in the digital space; message clarity is achieved through the use of breakout room features and recording functions; while client trust develops following a cyclical pattern of hope, skepticism, and recovery influenced by the characteristics of the digital medium. This study contributes to expanding the application of Hovland's theory to the realm of technology-mediated professional-legal communication and recommends strengthening Notary digital communication competencies and harmonizing cyber notary regulations in Indonesia.

Keywords: persuasive communication, notary, civil dispute mediation, video conference

INTRODUCTION

The high volume of civil cases filed with Indonesian judicial institutions year after year has prompted the government to strengthen dispute-resolution mechanisms outside litigation continually. Since the issuance of Supreme Court Circular Letter No. 1 of 2002 and Supreme Court Regulation (PERMA) No. 1 of 2016 (Suryantoro, 2023), mediation has been positioned as a strategic policy instrument to achieve simple, expeditious, and low-cost justice, while simultaneously reducing the backlog of cases at the appellate and cassation levels. However, the success of mediation in the courts in practice still faces various structural limitations, ranging from minimal incentives for mediator judges, limited certified training, and a tendency to focus on achieving case resolution targets (resolution rates) rather than the quality of the mediation process itself (Wiko, 2025; Ferdiansyah et al., 2025). This situation creates space to strengthen out-of-court mediation as an alternative, equally important pathway in the civil dispute resolution ecosystem.

Amidst these dynamics, notaries have emerged as key actors performing non-litigation mediation functions. As a public official (*openbaar ambtenaar*) authorized to draw up authentic deeds, a notary is in a relatively ideal position to facilitate reconciliation between disputing parties, given their in-depth understanding of civil law and the professional requirement to be neutral and impartial (Faizal, 2024). Agreements reached through mediation, facilitated by a notary, are ultimately formalized in a reconciliation deed (*partij akta*), which has full evidentiary force, thereby providing legal certainty and protection for the parties (Sari, 2022). However, a notary's success in carrying out this mediation role is not solely determined by mastery of formal legal aspects, but also depends heavily on their ability to build effective and persuasive communication with the interested parties.

Developments in information technology have fundamentally changed the landscape of mediation practice. The digitalization of legal services, accelerated post-pandemic, has shifted mediation practices from conventional face-to-face meetings to video conferencing platforms such as Zoom, Google Meet, and WhatsApp Video Call. The use of virtual meetings has proven effective in maintaining the intensity of dialogue between parties, without the constraints of geographic boundaries that have often delayed dispute resolution (Kosay et al., 2024; Riza & Abduh, 2019). Features such as breakout rooms even allow notaries, as mediators, to conduct caucuses, private meetings with one party, more flexibly and efficiently than in conventional mediation. The legitimacy of virtual mediation practices has also been firmly established by Supreme Court Regulation No. 1 of 2016 and electronic case administration regulations, which ensure equal executive authority for online and in-person mediation (Ananda & Naftalie, 2025).

This shift in communication media from physical to virtual spaces raises new issues relevant for study from a communication science perspective (Almakaty, 2024), how notaries, as parties legally required to remain neutral, can convey persuasive messages through technology-mediated channels so that disputing parties are willing to move from a conflictual position to a mutual agreement. This process is essentially a persuasive communication process, as conceptualized by Hovland, who emphasized that the communicator's credibility largely determines the success of attitude change, the clarity of the message, and the recipient's psychological readiness (Kumkale et al., 2010). In the context of mediation by a Notary, these three elements are crucial, given that the relationship being built is professional-personal, occurs under psychological pressure due to the dispute, and now takes place through a digital medium that offers fewer nonverbal cues than direct face-to-face meetings.

This phenomenon demonstrates that the success of mediation conducted by Notaries cannot be adequately understood solely through the lens of notarial law, but rather requires a more in-depth examination of the persuasive communication patterns established by Notaries as communicators in virtual mediation spaces (Bahramova, 2025). Therefore, this research aims to examine this phenomenon as an object of study in communication science, positioning Notaries as persuasive communicators and video conferencing as a communication channel that shapes the dynamics of interaction between Notaries and disputing parties in the civil dispute mediation process.

Studies on the role of Notaries as mediators in civil dispute resolution have received considerable attention in the notarial law literature. Faizal (2024) emphasized that Notaries performing mediation functions must be neutral and impartial, acting as facilitators without any personal or professional interests in the outcome of the dispute resolution they facilitate. This finding is reinforced by Sari (2022), who concluded that the involvement of Notaries as mediators does not conflict with notarial laws and is even considered effective in assisting in the resolution of civil disputes that could potentially be resolved through the courts. These two studies consistently position legality and neutrality as normative prerequisites for notaries in carrying out their mediation role. However, both stop at the level of authority's legitimacy, without further elaborating on how this neutrality and facilitation are concretely implemented through communicative interactions with the disputing parties.

At a broader level, several studies have evaluated the effectiveness of mediation as a general mechanism for resolving civil disputes. Sulistianingsih and Febriani (2023) found that mediation is an efficient, expeditious, and satisfactory means of dispute resolution for the parties because it focuses on resolving conflicts outside the courts. Similarly, Mulyana (2019) analyzed the legal status of mediation agreements, both those reached in and out of court, and found that

agreements reached in court have the same legal force as court decisions, while agreements reached outside the courts are considered civil agreements with different executory powers. These two studies reinforce the argument that mediation has strategic value in the Indonesian civil justice system. However, both focus more on the formal-juridical aspects of mediation outcomes than on the communication process underlying the agreement.

In contrast to the two groups of studies mentioned above, research focusing on mediation within the judicial system reveals problematic aspects of its implementation. Wiko (2025) found that internal factors, such as technical negotiation skills, and external factors, such as low public understanding and a tendency toward a win-lose culture among the parties, heavily influence the effectiveness of judicial mediation. This finding aligns with Ferdiansyah et al. (2025), who highlighted that the Supreme Court tends to emphasize the resolution rate as an indicator of mediation success, potentially overlooking the quality of the mediation process, which should be oriented toward the parties' interests. Mediation programs embedded within judicial institutions tend to resemble mechanisms for assessing the parties' fault rather than exploring their substantive needs. These three studies collectively emphasize that mediation is not simply a matter of procedural compliance, but also concerns the quality of the relationship and communication between the mediator and the parties being mediated.

Developments in digital technology have also introduced a new dimension to mediation studies. Riza and Abduh (2019) found that the use of information technology in dispute resolution can overcome the constraints of physical presence while also documenting the process transparently. Ananda and Naftalie (2025) reinforce these findings by emphasizing that flexibility and accessibility are key advantages of technology-based mediation, particularly for parties located in different geographic locations, in line with the principle of more inclusive access to justice. However, the literature on the digitalization of mediation generally focuses on the technical-procedural and regulatory aspects, failing to address the persuasive communication patterns that shape the success of mediator-party interactions in this virtual space.

A review of the literature indicates that, while numerous studies on notary mediation and civil mediation in general still leave several significant gaps relevant to this research. First, studies that specifically discuss notaries as mediators (Faizal, 2024; Sari, 2022) tend to focus on the normative legitimacy of notaries' authority to perform mediation functions, without further examining how this neutrality and facilitation are concretely realized through communication practices with the disputing parties. Both studies treat communication as implicit and taken-for-granted, rather than as a distinct object of analysis, a fundamental methodological gap, given that the success of mediation depends on the quality of the persuasive interaction between the mediator and the parties being mediated. Second, research

evaluating the effectiveness of civil mediation in general (Sulistianingsih & Fibriani, 2023; Mulyana, 2019) consistently focuses on the formal-juridical aspects of mediation outcomes, such as the enforceability of the settlement agreement or the parties' satisfaction with the dispute resolution, without examining the communicative process that led to the agreement. This outcome-oriented approach has resulted in the process-oriented dimension, particularly messaging strategies and establishing mediator credibility, being overlooked by academics.

Third, studies examining barriers to mediation implementation in the judicial system (Wiko, 2025; Ferdiansyah et al., 2025) have made important contributions to identifying structural issues in mediation, but their research contexts are limited to mediation conducted by judges within a litigation framework. The nature of the relationship between a mediating judge and the parties differs significantly from the professional-personal relationship established by a notary as a non-litigation mediator. Therefore, these findings cannot necessarily be generalized to notary-facilitated mediation.

Fourth, the literature on digital transformation in mediation (Riza & Abduh, 2019; Ananda & Naftalie, 2025) has confirmed the advantages of video conferencing in overcoming geographical barriers and increasing accessibility for the parties. However, these studies treat video conferencing technology solely as a technical-procedural instrument and object of regulation, rather than as a communication channel that contributes to the dynamics of persuasion, the credibility of the communicator, or the psychological readiness of the communicant in the technology-mediated mediation process.

Based on these four gaps, it can be concluded that no research has specifically analyzed the persuasive communication patterns of notaries as mediators in the context of video-conferencing-based civil dispute mediation through the framework of Hovland's persuasive communication theory. The lack of research at the intersection of the legal profession (notaries), classical communication theory (Hovland), and digital mediation forms the basis of this study's original contribution to communication studies, particularly in the realm of persuasive communication in a technology-mediated professional-legal context.

Based on the identified gaps, this study introduces several novel elements that significantly distinguish it from prior research. In terms of thematic aspects, previous studies examining notaries as mediators (Faizal, 2024; Sari, 2022) consistently framed the issue within the framework of notarial law, focusing on the legitimacy of authority and procedural compliance. This study fundamentally shifts the unit of analysis by positioning notaries as persuasive communicators, so that the mediation phenomenon is no longer read solely as a legal event but rather as a communication event whose success is determined by the quality of the interaction, not just procedural validity.

In terms of approach and theoretical framework, previous studies generally

use a juridical-normative approach (Faizal, 2024; Sari, 2022) or highlight issues of judicial policy (Wiko, 2025; Ferdiansyah et al., 2025) without involving communication theory as an analytical instrument. This study fills this gap by applying Carl Hovland's Persuasive Communication theory, which emphasizes the credibility of the communicator, the clarity of the message, and the psychological readiness of the communicant, as an analytical lens for analyzing notary mediation practices (Rosenberg et al., 2022). The application of classical communication theory to the legal profession, which normative studies have dominated, represents a relatively new conceptual contribution, while expanding the scope of Hovland's theory to the realm of professional communication, a topic not widely explored in the persuasive communication literature.

In terms of method, sample, and research location, previous studies on civil mediation have largely relied on juridical-normative analysis of laws and regulations (Sari, 2022; Mulyana, 2019) or institutional-scale policy evaluations (Ferdiansyah et al., 2025). This study employed a qualitative descriptive approach, using in-depth interviews with five informants in Bandung City, to explore the subjective meanings and experiences of notaries and clients that normative approaches or macro-scale policy evaluations cannot capture. The selection of Bandung City as the research location also provides a specific regional context that similar studies have not widely explored.

In terms of instruments and objects studied, previous research on the digitalization of mediation (Riza & Abduh, 2019; Ananda & Naftalie, 2025) treats video conferencing as a regulatory-technical object of study. This study positions video conferencing as a communication channel whose influence on the persuasion process is analyzed, not simply as a technical means of supporting mediation. Thus, this study also uncovers a relational dimension not previously addressed in the literature, namely the dynamics of client trust in Notaries, which shifts from initial hope to skepticism, and potentially recovers with the success of the mediation process, a finding that enriches our understanding of trust repair in the context of technology-mediated professional communication.

The justification for this research lies in two main aspects. Theoretically, this study extends the relevance of Hovland's persuasive communication theory to the digital-based legal profession, a context that has received little attention in persuasive communication studies, which have conventionally been applied to advertising, public campaigns, or health communication. In practice, an in-depth understanding of Notaries' persuasive communication patterns in virtual mediation can provide a foundation for improving the professionalism of non-judge mediators in Indonesia, while also contributing to the optimization of non-litigation mediation as a strategic instrument for reducing caseloads in judicial institutions (Uganda & Uwase N., 2025).

Based on the identified literature gaps, this study explicitly analyzes the

persuasive communication patterns of Notaries as mediators in civil dispute mediation conducted via video conferencing platforms. This primary objective stems directly from the academic gap identified in the literature review: the lack of research examining notary mediation practices through the theoretical framework of persuasive communication, while also positioning digital media as a channel that contributes to the success of this persuasive process.

First, to identify and analyze the credibility of notaries as communicators in the mediation process, encompassing how their mastery of civil law and neutrality are constructed and communicated to the disputing parties.

Second, this study aims to uncover strategies for message clarity that notaries use to convey legal information and persuasive arguments, including the choice of polite, non-confrontational language, as required by their professional, neutral position. Third, this study aims to understand the psychological readiness of the parties as communicants, particularly the dynamics of client trust that change throughout the mediation process, from initial expectations and potential skepticism due to process obstacles, to the possibility of restoring that trust as an agreement is reached.

In addition to these three objectives, which align with elements of Hovland's theory, this study also aims to explore the role of video conferencing as a communication channel that influences the effectiveness of persuasion in mediation, including how notaries negotiate the limitations of nonverbal cues in digital media to maintain credibility and message clarity effectively.

The achievement of these objectives is expected to provide a theoretical contribution by expanding the application of Hovland's persuasive communication theory to the realm of non-conventional legal professions operating in technology-mediated communication settings, a context that has received little attention in the persuasive communication literature. Furthermore, this research aims to provide practical recommendations for improving the communication professionalism of Notaries as mediators in the digital era, in line with the research novelty outlined in the previous section.

RESEARCH METHODS

Research Design. This study uses a qualitative descriptive design with an interpretive approach to examine the persuasive communication patterns of Notaries as mediators in virtual mediation spaces conducted via video conference. A qualitative design was chosen because the primary object of this study is not simply the outcome of mediation, but rather the process of technology-mediated communication, a phenomenon that is contextually rich and nuanced, and can only be fully understood through an in-depth exploration of the subjective experiences of the communicators within it (Sugiyono, 2022). In this study, video

conferencing is positioned not merely as a site for data collection but as a communication medium in its own right that becomes the object of analysis. Therefore, the research design is specifically directed at capturing how communicator credibility, message clarity, and the psychological readiness of the communicant are formed, adjusted, and negotiated in a digital space that lacks nonverbal cues compared to conventional face-to-face meetings.

Research Subjects and Location. The research subjects consisted of five informants based in Bandung who had direct experience in civil dispute mediation processes facilitated by Notaries through video conference platforms, specifically Zoom, Google Meet, and WhatsApp Video Call. The informant selection criteria emphasized their active involvement in virtual mediation sessions, including experience using specific features of the medium, such as breakout rooms for caucus sessions. This ensured that informants possessed a strong experience base relevant to the focus of this research. The city of Bandung was chosen as the research location because it represents an urban area with a relatively mature adoption of digitally mediated legal proceedings, while also allowing researchers to access informants accustomed to navigating legal proceedings through virtual media.

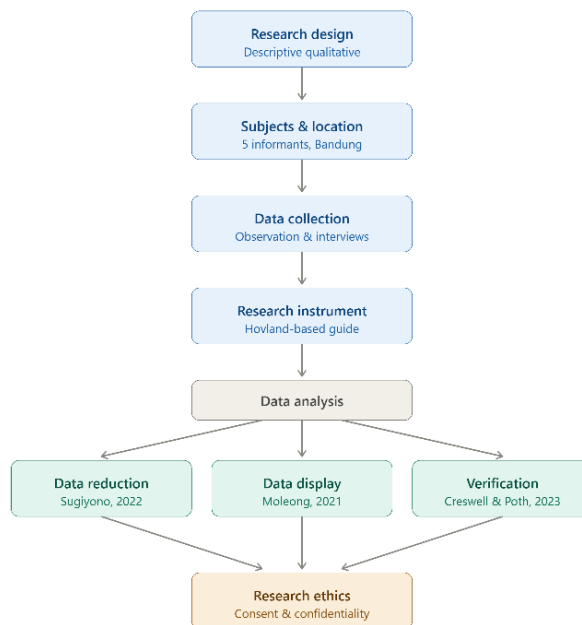
Data Collection. Primary data were collected through field observations and in-depth interviews, guided by guidelines specifically designed to explore the dimensions of mediated communication. Field observations in this context focused on directly observing the practice of using video conferencing—including how notaries use the breakout room feature to separate disputing parties in private caucus sessions and how the recording feature is used to document and verify agreements (Riza & Abduh, 2019). In-depth interviews then complemented the observational data by exploring informants' perceptions of the effectiveness, limitations, and experiences of communicating via screen, compared to conventional face-to-face communication.

Research Instruments. The primary instrument of this research was the researcher herself (human instrument), who actively designed the interview guidelines, observed virtual mediation practices, and interpreted the data obtained (Moleong, 2010). The semi-structured interview guidelines were structured around two main axes: (1) the three elements of Hovland's persuasive communication theory, communicator credibility, message clarity, and the psychological readiness of the communicant, and (2) the specific characteristics of the videoconferencing medium, such as the use of breakout room features, platform technical constraints, and notaries' adaptation strategies to compensate for the limitations of nonverbal cues in virtual communication. The integration of these two axes ensured that the research instrument consistently oriented toward the objectives of media studies, not merely a study of notarial law.

Data Analysis Techniques. Data analysis was conducted through three

interactive stages of the Miles and Huberman model. The data reduction stage focused on sorting findings specifically related to media communication practices, such as patterns of platform feature use and message adaptation strategies in a digital context (Sugiyono, 2011). The data presentation stage organizes the findings narratively to fully illustrate how the persuasion process unfolded in the video conference room (Moleong, 2021). The conclusion-drawing and verification stage ensures the validity of the interpretation of the role of digital media in shaping the success or failure of persuasive communication, through cross-checking field data and discussions with experts (Creswell, 2018).

Research Ethics. This research adheres to the principles of informed consent from all informants, confidentiality of identity given the sensitivity of the civil dispute topic, and protection of video conference session recordings that may be accessed as supporting data, in line with the ethical obligation of Notaries to maintain the confidentiality of the mediation process and client privacy in the digital realm (Ananda, Graciella Azzura Putri & Naftalie, Livia Aurelia, 2025). All platform-related data, screenshots, or recordings of virtual communications used for analysis are fully anonymized.



Sumber: Diolah dari berbagai sumber

Gambar 1. Alur Metode Penelitian

RESULTS AND DISCUSSION

Notary Credibility as a Communicator in Video Conference-Based Mediation

Analysis of research findings regarding the credibility of Notaries as communicators in video conference-based civil dispute mediation needs to be read through two complementary lenses: an interpretive approach that places the informant's subjective meaning as the primary source of understanding, and Carl Hovland's Persuasive Communication theoretical framework, which asserts that communicator credibility, encompassing the dimensions of expertise and trustworthiness, is a fundamental prerequisite for a successful persuasion process.

Data obtained through in-depth interviews with five informants in Bandung City indicate that Notary credibility in virtual mediation is built through two main pathways parallel to Hovland's two dimensions: first, comprehensive mastery of civil law, statutory regulations, jurisprudence, and procedural law, which constructs the dimension of expertise; and second, consistent neutrality and impartiality, which constructs the dimension of trust. An interpretive approach leads researchers to read these two dimensions not as static attributes inherent to a Notary, but rather as constructs actively presented, negotiated, and verified by the parties throughout the media interaction, a process qualitatively different in character from conventional face-to-face mediation.

This finding is interesting to discuss with [Lumbuun's \(2026\)](#) research on the digitalization of Notaries in the development of civil law in Indonesia. [Lumbuun \(2026\)](#) found that in the context of electronic deed preparation, particularly through video conferencing, Notaries face fundamental difficulties in directly ascertaining the legal competence of the parties, as required by Article 39 of the UUJN, because this provision does not yet provide explicit space for identification of the parties through electronic means.

This normative finding directly contributes to explaining why Notary credibility in this study cannot be established solely through formal legal authority but must be compensated through performative displays of legal expertise verbally and in real-time during video conferencing sessions. In other words, the absence of a physical presence, which legally weakens conventional verification mechanisms, actually requires notaries to more intensively display the Hovland dimension of expertise through explicit legal argumentation, mention of relevant jurisprudence, and clear explanations of legal consequences, a communicative compensation for the structural limitations of the digital medium.

Dialogue with [Afandi and Silviana \(2026\)](#) further enriched this understanding. Both researchers emphasized that the implementation of technology in notarial practice still faces legal, technical, and ethical challenges, particularly regarding the verification of the parties' identities. Therefore, data

security and procedural clarity are essential prerequisites for digital transformation to align with the principle of legal certainty.

In line with this, informants in this study consistently emphasized that a comprehensive mastery of civil law enables notaries to provide rational legal recommendations and solutions without sacrificing the principle of neutrality—an adaptive strategy that implicitly addresses the regulatory gap regarding digital verification identified by Afandi and Silviana (2026). When formal verification instruments are inadequate, the credibility of a Notary shifts to a greater dependence on communicative skills in convincingly demonstrating mastery of legal substance before the camera, rather than solely on procedural legitimacy.

A comparison with Silviana's (2021) research on the potential use of information and communication technology by Notaries provides another important nuance. Silviana (2021) concluded that video conferencing, electronic signatures, and electronic documents have the potential to be used by Notaries as supporting media, not as a full-fledged alternative, in creating authentic deeds, considering that Article 16 paragraph (1) letter m of the UUJN still requires the physical reading and signing of deeds in the presence of the parties and witnesses.

This normative limitation is relevant to understanding why the credibility of Notaries in virtual mediation processes is transitional: video conferencing is used extensively at the mediation and caucus stages, but the final validity of agreements still requires conventional procedures. This condition confirms that the credibility of the communicator in the context of this research operates in the realm of the persuasive process to reach a substantive agreement, not in the realm of the formal legalization of the deed, a division of roles that actually strengthens the argument that the focus of this study is precisely in the realm of communication, not notarial law.

Another important aspect to discuss is the tension between the need to actively demonstrate credibility and the prohibition on self-promotion stipulated in the Notary Code of Ethics. Maulani (2025), the Notary Code of Ethics expressly prohibits notaries from publishing or promoting themselves, either directly or indirectly, including through electronic means, because such actions can undermine the dignity of the profession as an official. This finding provides important ethical context for this research: the notary's display of credibility through video conferencing in the mediation process must be understood as an integral part of the implementation of the office's functions (mediation and legal counseling as regulated in Article 15 paragraph 2 letter e of the UUJN), not as a promotional activity that violates the code of ethics.

This limitation implicitly explains why the notary's credibility-presenting strategies in the research data tend to focus on the substance of legal arguments and objective attitudes, rather than on highlighting personal reputation or self-image, an ethical caution unique to the notary profession and not found in other

mediator professions that are more lenient in terms of self-marketing.

Memah's (2020) findings regarding the impact of ICT developments on the administrative aspects of the Notary profession also strengthen this analytical framework from a more macro perspective. Memah (2020) identified that the use of e-government and electronic media has a positive impact on the effectiveness of Notary offices, but the ease of digital communication also opens up opportunities for abuse in the form of ethically problematic publications or self-promotion.

This dual pattern, the benefits of efficiency alongside the risk of ethical violations, aligns with the dynamics found in the context of video conference-based mediation: on the one hand, digital media allows Notaries to display credibility in a more structured and documented manner (for example, through well-structured and recordable arguments), but on the other hand, it requires extra caution to prevent this appearance from shifting into an image that exceeds the bounds of professional ethics. Overall, the synthesis between the findings of this study and previous literature shows that the credibility of a Notary as a communicator in video conference-based mediation is a communicative construction that is compensatory to the limitations of digital regulations (Lumbuun, 2026; Afandi & Silviana, 2026), transitional in relation to the conventional deed legalization process (Silviana, 2021), and ethically limited by the prohibition on self-promotion while also having the potential to be misused if not managed carefully (Memah, 2020).

Within Hovland's theoretical framework, it can be concluded that the dimensions of expertise and trustworthiness in the context of virtual mediation of Notaries are not constructed through external symbols of authority (such as physical presence, printed documents, or formal legal verification that is not yet adequate digitally), but rather must be actively constructed through the communicative performance of the Notary himself in the interaction, a finding that expands the application of Hovland's theory to the realm of technology-mediated professional-legal communication that has not been widely explored in previous literature, while also confirming the position of this research as a genuine study of communication science, not just a study of notary law that happens to touch on aspects of communication.

Table 1. Classification Notary Credibility as Communicator in Video
Conference-Based Mediation

Hovland Dimension	Research Finding Indicator	Concrete Manifestation in the Field	Digital Medium Factors Involved	Comparative Reference
Expertise	Comprehensive mastery of civil law, statutory regulations, jurisprudence, and procedural law	Delivery of rational and practical legal arguments, relevant facts, and case examples during video conference sessions	Absence of physical verification requires expertise to be displayed explicitly and verbally	Lumbuun (2026) — difficulty verifying parties' legal capacity via video conference
Expertise	Ability to frame legal matters objectively	Guiding disputing parties toward mutually beneficial solutions without bias	Minimal nonverbal cues require more structured and explicit argumentation	Afandi & Silviana (2026) — challenges in digital identity verification standards
Trustworthiness	Consistent neutral and impartial stance	The Notary refrains from favoritism despite engaging separately with each party (virtual caucus)	On-screen presence limits the ability to convincingly display neutral body language	Ramadhandiko & Lewoleba (2025) — self-promotion prohibition affirms ethical boundaries of Notary self-presentation
Trustworthiness	Adherence to the limits of professional authority	Video conference is used as a supporting medium for mediation, not as a substitute for formal deed legalization	Awareness that final legal certainty still depends on the conventional stage reinforces the Notary's image of prudence	Silviana (2021) — Article 16(1)(m) of the Notary Law restricts the full validity of electronic deeds
Nature of credibility construction	Performative rather than purely legal-formal	Credibility is reconstructed in each interaction session, not automatically inherent to the office status	Physical absence removes the symbolic authority of the conventional Notary office space	Memah (2020) — the dual nature of ICT benefits and misuse risks for Notaries

Source: Compiled from various sources

This classification affirms that Notary credibility in video conference-based mediation operates simultaneously on two Hovland dimensions (expertise and trustworthiness), both of which must be actively compensated through communicative performance due to the structural limitations of the digital medium and the regulatory gaps concerning electronic verification. This table may be inserted in Discussion section 1 as a visual aid, either before or after the analytical narrative, or used as a framework for organizing the Findings section.

Message Clarity Strategies Used by Notaries in Delivering Persuasive Arguments via Video Conference

The element of message clarity, in Hovland's framework, occupies a central position as a bridge between the established credibility of the communicator and the message's reception by the recipient. No matter how high a communicator's credibility, the success of persuasion still depends on the extent to which the message delivered is fully understood and avoids multiple interpretations. In the context of video conference-based civil dispute mediation, this element gains additional complexity because the digital medium inherently reduces the richness of nonverbal communication cues that typically help clarify the intent of messages in conventional face-to-face meetings.

Research data shows that Notaries' message clarity strategies in virtual mediation are manifested in three concrete forms: first, the ability to objectively frame legal issues and guide the parties to mutually beneficial solutions; second, the utilization of the breakout room feature on Zoom and Google Meet platforms to deliver messages in a more personalized and focused manner through caucus sessions; and third, the utilization of the video conference recording function as a means of verifying that all points of the agreement have been fully understood by the parties. An interpretive approach guides researchers to interpret these three strategies not simply as the use of technical features, but as communicative adaptations deliberately designed by Notaries to compensate for the loss of rich nonverbal cues in digital media.

This finding regarding the function of breakout rooms as an instrument for message clarity finds strong support in research by [Lumbuun \(2026\)](#), who explains that in the process of authenticating electronic documents, the validity of the document's creation, sending, and receipt is crucial to ensuring transaction integrity. [Lumbuun \(2026\)](#) asserts that document integrity means ensuring that the document remains intact and compliant with its original purpose, a principle that can analogously be applied to the integrity of communicative messages: just as electronic documents require mechanisms to guarantee their integrity, persuasive messages conveyed by Notaries through breakout rooms require clarity mechanisms to ensure that meaning is not distorted due to the limitations of digital channels. Caucusing through breakout rooms allows Notaries to adjust the

intensity and depth of legal argumentation to the specific needs of each party without the risk of misunderstandings caused by the presence of the opposing party, a strategy that functionally replaces the role of physical private spaces in conventional mediation.

A dialogue with [Silviana's \(2021\)](#) research provides important perspective on the legal limits of this technology-based strategy for clarity of messages. [Silviana \(2021\)](#) found that in drafting the minutes of the GMS, Article 77 paragraph (1) of the Limited Liability Company Law explicitly permits meetings to be held via teleconference, videoconference, or other electronic media that allow all participants to hear and see each other directly and participate in the meeting, with the minutes approved and signed electronically.

This regulatory precedent is crucial for understanding that the strategy of clarity of messages by Notaries through videoconference in the context of mediation is actually based on legal logic that has been tested in the practice of electronic GMS ([Dharsana et al., 2024](#)), namely the principle that full participation and clear understanding of decisions taken can be guaranteed even without physical presence, as long as the medium used allows for real-time, two-way audio-visual interaction. [Silviana \(2021\)](#) also emphasized that minutes of meetings made through electronic means are electronic documents whose creation must comply with the provisions of the Electronic Information and Transactions Law, a framework that strengthens the legitimacy of using the video conference recording function as an instrument for verifying the clarity of messages in Notary mediation practices.

The function of recording as an instrument for verifying message clarity is also in line with the findings of [Afandi and Silviana \(2026\)](#), who identified that the use of electronic signatures in notarial practice must comply with the principles of authentication, integrity, and non-repudiation, principles that affirm that an electronic statement or agreement cannot be denied by the parties concerned. This non-repudiation principle is relevant to understanding the dual function of video conference recording in the research data: on the one hand, it functions as a tool for message clarity during mediation (ensuring all parties understand the points of the agreement being discussed), and on the other, it functions as documentary evidence that prevents later denial of the agreement reached. Thus, the notary's message clarity strategy in this context does not stop at the moment of delivery itself, but extends to the creation of a digital trail that serves as retrospective verification of the parties' shared understanding.

However, it is important to note the regulatory gap that limits the extent to which this video conference-based message clarity strategy can be extended to the stage of formal legalization. [Silviana \(2021\)](#) firmly concluded that the use of teleconferencing, video conferencing, and electronic documents by Notaries can only function as supporting media, not as a full alternative route for creating

authentic deeds, because Article 16 paragraph (1) letter m of the UUN still requires the reading of the deed in the presence of the parties and witnesses physically, with immediate signing. This limitation explains why the message clarity strategies identified in this study are concentrated on the negotiation stage and reaching a substantive agreement, while final legalization in the form of a settlement deed still requires conventional mechanisms. This gap between the message clarity that can be achieved digitally and the formal validity that requires physical presence actually confirms that the persuasive function of Notaries in video conferencing precedes and prepares, rather than replaces, the conventional legalization process.

A comparison with the findings of [Memah \(2020\)](#) provides additional context regarding how Notaries' use of communication technology, including message clarity strategies, has evolved over time. [Memah \(2020\)](#) noted that notaries have utilized electronic communication tools such as email to send draft deeds to clients who are far from the notary's office, an early adaptation of long-distance communication that is much simpler than the synchronous audio-visual interaction of contemporary video conferencing. This development from asynchronous written communication (email) to synchronous audio-visual communication (video conferencing) demonstrates a significant evolution in notaries' ability to convey messages clearly: while email relies solely on textual clarity, video conferencing allows notaries to utilize vocal intonation, limited facial expressions, and direct question-and-answer interaction as additional elements that strengthen the clarity of persuasive arguments, a development that aligns with the increasingly complex needs of civil dispute mediation that cannot be resolved solely through written correspondence.

The ethical aspects of this message clarity strategy also warrant discussion in light of [Ramadhandiko and Lewoleba's \(2025\)](#) findings regarding the limitations of notaries' use of digital media. Although this study addresses a different context, namely the prohibition on self-promotion, the underlying principle, that every notary's actions in the digital space must reflect integrity and prudence, remains relevant to the message clarity strategy in mediation. Notaries in this research data consistently avoid framing messages that are patronizing or biased, in line with the ethical demand that the clarity of the message conveyed must remain within the corridor of neutrality of the position, not turning into advocacy for one of the parties in dispute. Thus, the strategy of clarity of the message of Notaries through video conference always operates in a productive tension between the need to convey legal arguments persuasively and the ethical obligation to remain objective, a balance that is characteristic of persuasive communication in the context of the legal profession that is different from persuasive communication in the commercial or political realms that have been the general focus of the application of Hovland's theory so far.

Table 2. Classification Notary Message Clarity Strategies in Delivering Persuasive Arguments through Video Conference

Message Clarity Strategy	Concrete Manifestation in the Field	Communicative Function	Medium Limitation Addressed	Legal/Ethical Boundary	Comparative Reference
Objective framing of legal matters	The Notary guides disputing parties toward mutually beneficial solutions without favoring either side	Ensures the message is received as neutral argumentation rather than one-sided advocacy	Minimal nonverbal cues that would otherwise convey nuances of objectivity	Must remain within the boundary of professional neutrality, not shift into advocacy	Ramadhandiko & Lewoleba (2025) — principles of integrity and prudence for Notaries in digital spaces
Use of breakout room features	Private caucuses with each party via Zoom/Google Meet without the opposing party present	Adjusts the intensity and depth of argumentation according to each party's specific needs	Substitutes for the physical private space typically available in conventional mediation	Functions as a supporting medium for negotiation, not a substitute for deed legalization	Lumbuun (2026) — the principle of integrity in the process of creating and receiving electronic documents
Use of the video conference recording function	Session recordings are used to ensure all points of agreement are fully understood by all parties	Serves a dual function: an aid to message clarity during mediation and a retrospective documentation record	Compensates for the risk of meaning distortion caused by limitations of the audio-visual channel	Aligns with the non-repudiation principle of electronic signatures/documents	Afandi & Silviana (2026) — principles of authentication, integrity, and non-repudiation of electronic documents
Supporting regulatory precedent	Analogy with electronic General Meeting of Shareholders (GMS)	Provides legitimacy to the practice that clearing understanding of	Justifies the use of two-way audio-visual media as a substitute for the	Electronic minutes must still comply with the Electronic Information and Transactions Law	Silviana (2021) — Article 77(1) of the Limited Liability Company Law on GMS via teleconference/

	provisions allowing full participation without physical presence	decisions can be achieved without face-to-face meetings	clarifying function of face-to- face meetings		video conference
Evolution of Notary communication capacity	Shift from asynchronous written communication (email) to synchronous audio- visual communication (video conference)	Enriches message clarity elements through vocal intonation and direct question- and-answer interaction	Overcomes the limitations of purely textual clarity from earlier eras of remote communication	A natural progression from the Notary's prior remote communication practices	Memah (2020) — the use of email as an early means of Notary-client communication

Source: compiled from various sources

This classification shows that the Notary's message clarity strategies in video conferencing operate on two levels simultaneously, the interactional level (message framing and direct use of platform features) and the documentary level (recording as a guarantee of retrospective understanding), both of which operate within an authority boundary that only supports, rather than replaces, the conventional deed legalization process. This table may be inserted in Discussion section 2 to visually summarize the analytical narrative

Dynamics of Psychological Readiness and Client Trust Throughout the Video Conference-Based Mediation Process

The psychological readiness of the communicator, according to Hovland's framework, plays a crucial role as the ultimate determinant of persuasion success. No matter how credible the communicator and how clear the message, attitude change will not occur if the communicator is not psychologically receptive to it. In the context of video conference-based civil dispute mediation, this element takes on a unique character because the client's psychological readiness is not static but rather develops dynamically throughout the mediation process, forming a cyclical pattern that can be summarized in three phases: high initial expectations, a potential shift toward skepticism, and the possibility of restoring trust in the final stage. Research data shows that in the initial phase, clients generally have a high level of trust and expectations in the Notary's ability to resolve disputes quickly and effectively.

However, over time, particularly when the mediation encounters obstacles or delays, such as the absence of one of the parties from the virtual meeting, clients

begin to doubt the Notary's effectiveness or independence. An interpretive approach leads researchers to interpret these fluctuations not as mere communication failures, but as a natural psychological response to the unique characteristics of the digital medium, where physical absence magnifies the client's perceived vulnerability to process uncertainty.

This finding regarding the vulnerability of client trust in the mid-stage of virtual mediation finds important explanation in [Lumbuun's \(2026\)](#) study on the challenges of identity verification and legal certainty in cyber notary practice. [Lumbuun \(2026\)](#) emphasized that regulations regarding the authority of notaries to create and certify electronic transactions are still implicit and not supported by comprehensive technical guidelines, thus creating legal uncertainty that can ultimately erode public trust in notarial deeds as legal instruments with strong evidentiary force.

This regulatory vacuum identified by [Lumbuun \(2026\)](#) is directly relevant to understanding the roots of client doubts in the middle phase of mediation: the physical absence of a virtual space, combined with regulatory uncertainty regarding the legal status of the digital interaction, creates a double psychological vulnerability, clients not only doubt the effectiveness of the mediation process itself, but also latently doubt the legal validity of the agreement being negotiated through a medium that lacks a fully defined legal framework. This explains why delays or absences from virtual sessions have a greater psychological impact than similar obstacles in face-to-face mediation, as technical doubts about the reliability of the medium overlap with substantive doubts about the good faith of the opposing party.

A dialogue with research by [Afandi and Silviana \(2026\)](#) provides further insight into the sources of this uncertainty. These two researchers found that data security challenges are a significant issue because notaries face the risk of leaking digitally stored client information, while clear digital security guidelines from the UUJN are not yet available. These concerns about data security and confidentiality, while not always explicitly verbalized by clients, can be understood as a latent variable contributing to a shift in attitudes from hope to skepticism, particularly for clients with a higher awareness of digital risks. This pattern is consistent with Hovland's principle that the communicator's psychological readiness is strongly influenced by the perceived risk inherent in the communication situation itself, not solely by the quality of the message conveyed by the communicator.

The trust restoration phase identified in the research data—where client trust can be restored if the mediation ends with a positive outcome, particularly when the Notary demonstrates professionalism, transparency, and accountability, finds conceptual support in the principle of document integrity proposed by [Lumbuun \(2026\)](#). Document integrity, as explained by [Lumbuun \(2026\)](#), means

ensuring that the document remains intact, has not been altered without authorization, and is consistent with its original purpose.

This principle can be extended analogously to understand the mechanism for restoring client trust: the transparency of Notaries in providing official clarifications, as found in this research data, essentially serves as a communicative manifestation of this principle of integrity, assuring clients that the process taking place in the virtual space, even without physical presence, remains intact and aligns with the initial objectives of mediation. The function of video conference recording, which in the previous discussion was identified as an instrument for message clarity, here also serves as an instrument for restoring trust, as the recording provides a guarantee of accountability that clients can access again should doubts arise at a later date.

A comparison with [Silviana's \(2021\)](#) findings regarding the legal limits of using video conferencing in drafting deeds provides an important perspective on the upper limits of trust restoration that can be achieved through digital media alone. [Silviana \(2021\)](#) emphasized that the signing and reading of deeds must still be carried out conventionally in accordance with Article 16 paragraph (1) letter m of the UUJN, so video conferencing only serves as a supporting medium. The implication for the dynamics of client trust is that the restoration of trust that occurs during the virtual mediation stage is conditional and temporary, because true legal certainty, the ultimate anchor for client trust in the entire process—can only be fully achieved at the conventional deed legalization stage. Therefore, the client's psychological readiness throughout virtual mediation can be understood as provisional trust, continually negotiated until formal legal certainty is achieved, not final and complete trust based solely on digital interactions.

Another important contribution comes from [Memah's \(2020\)](#) findings regarding the positive and negative impacts of ICT developments on the administrative aspects of the notary profession. [Memah \(2020\)](#) noted that the use of e-government and electronic communication tools increases office effectiveness, but the same convenience also opens up opportunities for abuse that can undermine public trust if not carefully managed by professional organizations. This parallel is relevant for understanding that the dynamics of client trust in notaries during virtual mediation are not solely determined by individual interactions between notaries and clients but are also influenced by broader public perceptions regarding the credibility of digital notarial practice in general. When individual Notaries demonstrate professionalism and transparency, as research data has found to be factors in restoring trust—these actions indirectly contribute to strengthening broader public trust in the legitimacy of technology-based mediation as a legitimate dispute resolution instrument.

The ethical aspect of managing client trust also needs to be considered in light of [Ramadhandiko and Lewoleba's \(2025\)](#) findings regarding the importance

of integrity and prudence by Notaries in every action in the digital space. The fragile and fluctuating nature of client trust throughout virtual mediation requires Notaries to avoid exploiting moments of client skepticism as an opportunity to disproportionately favor one party over the other, but rather to maintain neutrality as mandated by the professional code of ethics.

Therefore, managing the dynamics of client psychological readiness by Notaries in the context of video conference-based mediation is a persuasive communication process that operates within strict ethical boundaries. Successfully restoring client trust must be achieved through genuine transparency and professionalism, not through psychological manipulation that exploits the vulnerabilities inherent in the limitations of the digital medium—a characteristic that distinguishes persuasive communication in the context of legal mediation from persuasive communication in the marketing or political realms, which have been the dominant focus of Hovland's theory applications to date.

Table 3. Classification Dynamics of Client Psychological Readiness and Trust in Video Conference-Based Mediation

Dynamic Phase	Client Psychological Characteristics	Triggering Factor	Role of the Digital Medium	Notary Response/Strategy	Comparative Reference
Initial hope	High level of trust and expectation toward the Notary's ability to resolve the dispute quickly and effectively	Initial expectation of professional mediation facilitation	Ease of access without geographical constraints heightens early optimism	Displaying credibility and professionalism from the first session	— (baseline phase, no comparative pressure yet)
Shift toward skepticism	Doubt regarding the Notary's effectiveness or independence begins to emerge	Obstacles or delays, such as a party's absence from a virtual session	Physical absence amplifies perceptions of uncertainty compared to face-to-face mediation	— (critical point requiring communicative intervention)	Lumbuun (2026) — regulatory gaps in electronic verification trigger legal uncertainty
Additional latent	Unverbalized concerns	Risk awareness among clients	Absence of clear digital	Need for procedural	Afandi & Silviana

vulnerability	regarding data security and confidentiality	with higher technological literacy	security guidelines within the Notary Law	transparency to alleviate this latent concern	(2026) — risk of data breaches and lack of digital security guidelines
Trust recovery	Client trust is restored as mediation concludes with a positive outcome	Professional, transparent, and accountable conduct by the Notary; formal clarification	The video conference recording function provides an accountability guarantee accessible for future reference	Active transparency and formal clarification as a communicative embodiment of the integrity principle	Lumbuun (2026) — the document integrity principle as an analogy for process wholeness guarantee
Nature of final trust	Trust remains provisional rather than final until formal legal certainty is achieved	Awareness that deed validity still requires the conventional stage	Video conference only supports the negotiation process, not final legalization	The Notary must manage client expectations that final legal certainty lies at the subsequent stage	Silviana (2021) — Article 16(1)(m) of the Notary Law requires physical deed signing
Ethical dimension of trust management	Client psychological vulnerability must not be exploited for one-sided interests	Temptation to leverage moments of skepticism to steer agreements disproportionately	Mediated interaction creates distance that could potentially be misused without direct oversight	The Notary must maintain neutrality even while client trust is vulnerable	Ramadhanki & Lewoleba (2025) — integrity and prudence as ethical principles in digital spaces

This classification confirms that the dynamics of client trust form a provisional cyclical pattern of hope, skepticism, and recovery, with video conferencing serving a dual role as a source of vulnerability (due to physical absence and regulatory vacuum) and as an instrument of recovery (through its recording and transparency functions).

CONCLUSION

This study aims to analyze the persuasive communication patterns of Notaries as mediators in civil dispute mediation processes conducted via video conferencing platforms, using Carl Hovland's Persuasive Communication theory framework as the primary analytical lens. Based on three formulated research questions—covering communicator credibility, message clarity, and the psychological readiness of the communicant, this study concludes with three interrelated key findings that form a coherent argument regarding the distinctive characteristics of Notary persuasive communication in virtual mediation.

First, the credibility of Notaries as communicators in video conferencing-based mediation is not established through external symbols of authority, as is common in face-to-face mediation, but rather is actively constructed through communicative performance displayed in real time before the camera. The absence of a physical presence, which legally weakens conventional verification mechanisms, requires the Notary to compensate for this limitation through a performative demonstration of civil law mastery and a consistent neutral stance. Therefore, credibility in this context is performative-communicative, not merely legal-formal.

Second, the Notary's strategy for clarity of message is realized through objective framing of legal issues, utilizing the breakout room feature for more personalized and focused caucuses, and utilizing the recording function as an instrument for verifying shared understanding and documenting accountability. This strategy adapts to the limitations of the digital medium, utilizing the platform's technical features as an extension of persuasive communication tools, while still operating within the limits of its authority, which only supports, not replaces, the conventional deed legalization process.

Third, the dynamics of client psychological readiness and trust throughout virtual mediation form a cyclical pattern of hope, skepticism, and recovery. In this case, physical absence increases the client's perceived vulnerability to the uncertainty of the process, while the Notary's transparency and professionalism are key factors in restoring trust. The trust established during the virtual mediation stage is provisional and is continuously negotiated until it reaches the point of formal legal certainty at the conventional deed legalization stage. Hovland's three elements, credibility, message clarity, and psychological readiness—do not operate in isolation, but are intertwined and consistently mediated by the characteristics of video conferencing as a communication channel. In this study, video conferencing is proven to be more than a neutral technical medium, but rather an active variable that shapes, and simultaneously limits, the success of the persuasion process carried out by Notaries. On the one hand, this medium expands the reach and efficiency of mediation, enabling Notaries to overcome geographical and time

constraints. On the other hand, the limitations of nonverbal cues and the lack of regulations regarding the legal status of digital interactions require Notaries to undertake extra communicative work to maintain persuasive effectiveness equivalent to conventional mediation.

These findings confirm the novelty of the study, as stated in the introduction: this study successfully extends the application of Hovland's persuasive communication theory to the non-conventional legal profession operating in technology-mediated communication settings, a context that has previously received little attention in the persuasive communication literature, which has conventionally focused on advertising, public campaigns, or health communication. This research also confirms that the phenomenon of notary mediation is precisely the object of communication science study, not just a study of notary law that happens to touch on the communication aspect—a shift in the unit of analysis from the "legitimacy of legal actions" to the "effectiveness of messages and interactions" which is the main conceptual contribution of this research.

Theoretically, this study contributes to the understanding that, in the context of digitally mediated professional-legal communication, Hovland's three elements mutually compensate for the medium's structural weaknesses: credibility compensates for physical absence, message clarity compensates for limited nonverbal cues, and psychological readiness management compensates for the vulnerability of trust due to regulatory uncertainty surrounding the immature practice of cyber notary practice in Indonesia. Practically, this study recommends the need to improve persuasive communication competencies for notaries through ongoing training, particularly in managing technology-mediated interactions, and to strengthen procedural transparency as an instrument for restoring client trust. Furthermore, considering the lack of technical regulations regarding identity verification and the authenticity of electronic deeds, which also influence the dynamics of client trust, this study also emphasizes the urgency of harmonizing regulations between the Notary Law and the Electronic Information and Transactions Law to provide a more solid legal foundation for video conference-based mediation practices.

This study acknowledges the inherent limitations of its qualitative descriptive design with five informants in Bandung City, which may affect the generalizability of the findings to different regional contexts or notarial practices. Therefore, further research is recommended to expand the scope of the region and the number of informants, as well as consider a comparative approach between video conference-based Notary mediation and mediation based on other digital platforms, in order to enrich the understanding of how the characteristics of different media shape the dynamics of persuasive communication in the context of the legal profession in the digital era.

DAFTAR PUSTAKA

- Afandi, M. R., & Silviana, A. (2026). Penyesuaian Profesi Notaris di Tengah Perkembangan Teknologi Informasi dan Komunikasi. *Jurnal Ilmu Multidisiplin (JIM)*, 5(1), 745–751. DOI: <https://doi.org/10.38035/jim.v5i1>
- Almakaty, S. S. (2024). New Trends in Communication Theories and Research in the age of Digital Media: Analytical Study. *Pakistan Journal of Life and Social Sciences (PJLSS)*, 22(2). <https://doi.org/10.57239/PJLSS-2024-22.2.00763>
- Ananda, Graciella Azzura Putri, & Naftalie, Livia Aurelia. (2025). Hukum Acara Perdata Konvensional vs E-court: Efisiensi dan Substansi Keadilan. 9(1), 54–63. <https://doi.org/https://doi.org/10.31316/jk.v9i1.7997>
- Bahramova, M. (2025). The Role of Digital Diplomacy in ADR Processes. *Uzbek Journal of Law and Digital Policy*, 3(1), 35–45. <https://doi.org/10.59022/uilddp.291>
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Dharsana, I. M. P., Sujana, I. N., & Made Ferrari, J. (2024). The Legitimacy of Authentic Deeds Read by a Notary via Teleconference. *Journal of Political And Legal Sovereignty*, 1(2), 44–52. <https://doi.org/10.38142/jpls.v1i2.55>
- Faizal, H. (2024). Kedudukan Notaris sebagai Mediator dalam Penyelesaian Sengketa Kenotariatan, 307–317. DOI: <https://doi.org/10.54066/jupendis.v2i2.1659>
- Ferdiansyah, A., Wahyono, B. A. W., & Harahap, A. (2025). Efektivitas mediasi sebagai alternatif penyelesaian sengketa perdata dalam meningkatkan akses keadilan di Indonesia. *Jurnal Kajian Hukum Dan Pendidikan Kewarganegaraan*, 1(4), 471–480.
- Kumkale, G. T., Albarracín, D., & Seignourel, P. J. (2010). The Effects of Source Credibility in the Presence or Absence of Prior Attitudes: Implications for the Design of Persuasive Communication Campaigns. *Journal of Applied Social Psychology*, 40(6), 1325–1356. <https://doi.org/10.1111/j.1559-1816.2010.00620.x>
- Lumbuun, R. S. (2026). Digitalisasi Notaris dalam Pengembangan Hukum Keperdataan di Indonesia. *IURIS STUDIA: Jurnal Kajian Hukum*, 7(1), 132–141.
- Maulani, L. P. (2025). Legal Consequences and Supervision of Violations of the Notary Code of Ethics in Promotion of Positions on Social Media. *Riwayat: Educational Journal of History and Humanities*, 8(1), 811–818. <https://doi.org/10.24815/jr.v8i1.44454>
- Memah, G. H. (2020). Jabatan Notaris Dalam Era Perkembangan Teknologi Informasi Dan Komunikasi. *Acta Comitatus: Jurnal Hukum Kenotariatan*,

- 5(1), 186–203. DOI: <https://doi.org/10.24843/AC.2020.v05.i01.p16>
- Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. Bandung: PT Remaja Rosdakarya.
- Mulyana, D. (2019). Kekuatan Hukum Hasil Mediasi Di Dalam Pengadilan Dan Di Luar Pengadilan Menurut Hukum Positif. *Jurnal Wawasan Yuridika*, 3(2), 177.
- Ramadhaniko, D. A., & Lewoleba, K. K. (2025). Tinjauan Yuridis Pemanfaatan Media Sosial sebagai Sarana Promosi Online oleh Notaris sebagai Pelanggaran Kode Etik. *Media Hukum Indonesia*, 3(3), 390–398. DOI: <https://doi.org/10.5281/zenodo.15639227>
- Riza, F., & Abduh, R. (2019). Alternatif Penyelesaian Sengketa Secara Arbitrase Melalui Pemanfaatan Teknologi Informasi. *De Lega Lata: Jurnal Ilmu Hukum*, 4(1), 77–86.
- Rosenberg, B. D., Marshburn, A., & Siegel, J. T. (2022). Persuasive Communication: Source, Message, Audience. In F. C. Worrell (Ed.), *Oxford Research Encyclopedia of Psychology* (1st ed.). Oxford University Press: New York, NY. DOI: <https://doi.org/10.1093/acrefore/9780190236557.013.285>
- Rosenberg, B. D., Marshburn, A., & Siegel, J. T. (2022). Persuasive Communication: Source, Message, Audience. In F. C. Worrell (Ed.), *Oxford Research Encyclopedia of Psychology* (1st ed.). Oxford University Press: New York, NY. DOI: <https://doi.org/10.1093/acrefore/9780190236557.013.285>
- Sari, E. P. (2022). Penyelesaian Sengketa Kenotariatan Melalui Upaya Mediasi oleh Notaris. *Jurnal Multidisiplin Indonesia*, 1(3). DOI: <https://doi.org/10.58344/jmi.v1i3.89>
- Silviana, F. E. (2021). Potensi Teknologi Informasi Dan Komunikasi Yang Dapat Digunakan Oleh Notaris Indonesia. *Indonesian Notary*, 3(4), Article 24.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat Eksploratif, Enterpretif, Interaktif, dan Konstruktif*. Bandung: Alfabeta.
- Sulistianingsih, D., & Fibriani, I. (2023). Problematik Akta Perdamaian Pada Penyelesaian Sengketa Keperdataan Melalui Mediasi. *Jurnal Suara Hukum*, P-ISSN: 2656-534X, E-ISSN: 2656-5358.
- Wiko, G. (2025). Urgensi Pembaharuan Hukum Penyelesaian Sengketa Melalui Mediasi. *BANI Arbitration and Law Journal*, 1(2), 122–135. DOI: <https://doi.org/10.63400/balj.v1i2.16>