

## RHETORICAL STRATEGIES IN INDRA KENZ’S BINOMO PROMOTION: A FORENSIC LINGUISTIC ANALYSIS

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### Abstract

The rapid expansion of social media has transformed digital platforms into influential spaces for promoting financial products and shaping investment decisions through persuasive communication. This development raises a linguistic problem in digital investment fraud, as persuasive messages can construct credibility, influence audience perceptions, and encourage financial decisions through rhetorical and pragmatic strategies that may obscure deceptive meanings. Drawing on Aristotle’s rhetorical appeals of ethos, pathos, and logos (2007), Searle’s Speech Act Theory (1969), Grice’s Conversational Implicature Theory (1975), and forensic linguistic principles, this study aims to analyze the rhetorical and pragmatic strategies employed in Indra Kenz’s Binomo promotional discourse and explain their significance as linguistic evidence. The study provides insights into linguistic indicators of deceptive financial promotion that may support forensic analysis, fraud prevention, and media literacy. A qualitative descriptive approach was employed using ten publicly accessible promotional videos selected through purposive sampling. Data were collected through documentation, transcription, and note-taking and analyzed using Miles et al.’s interactive model (2014). The findings reveal that ethos constructs credibility and authority, pathos creates emotional engagement and aspiration, and logos presents investment claims as rational and reasonable. These strategies operate with assertive, directive, and commissive speech acts and conversational implicatures to establish trust and encourage participation in high-risk investment activities. Collectively, these rhetorical and pragmatic patterns constitute language-based evidence for identifying and interpreting deceptive communication in digital financial fraud.

### Keywords

Forensic Linguistics, Digital Investment Fraud, Rhetorical Strategies, Speech Acts, Conversational Implicature

## INTRODUCTION

The rapid advancement of digital communication technologies has fundamentally transformed the production, dissemination, and interpretation of information in contemporary society (Couldry et al., 2017). Social media platforms such as YouTube, Instagram, TikTok, and Facebook have evolved into influential spaces where users not only consume information but also actively construct identities, promote products, and shape public opinion. Consequently, language has expanded beyond its conventional communicative function to become a strategic resource for establishing credibility, negotiating authority, influencing public perceptions, and directing individual decision-making (Castells, 2010; Fairclough, 1995; van Dijk, 2006). This transformation has also accelerated the emergence of influencer culture, in which individuals build public trust through carefully managed self-presentations that combine linguistic expressions, visual representations, and interpersonal engagement with audiences (Castells, 2010; Goffman, 1974; Griffin, 2026; Kusumawardhani, 2024). While these developments have broadened access to financial information and investment opportunities, they have simultaneously created new forms of digital investment fraud in which persuasive communication becomes a central mechanism for constructing legitimacy and encouraging public participation (Juanda et al., 2025; Liu et al., 2024).

The Indra Kenz–Binomo case illustrates how persuasive language can function as a strategic mechanism in influencer-based digital investment fraud. Through YouTube and other social media platforms, he portrayed himself as a successful trader by presenting narratives of financial achievement, luxury lifestyles, and investment expertise. These communication practices systematically constructed a public identity associated with credibility, success, and economic authority, thereby encouraging audiences to participate in high-risk investment activities. Such persuasive communication reflects Aristotle's rhetorical appeals of *ethos*, *pathos*, and *logos* (Aristotle, 2007), while simultaneously employing multimodal resources including spoken language, visual representations, gestures, and symbolic displays of wealth to reinforce persuasive meanings (Barthes, 1977). Because these digital utterances later became relevant within legal proceedings, the Binomo case illustrates that online promotional discourse may function not only as persuasive communication but also as potential linguistic evidence requiring forensic analysis (Coulthard et al., 2016; Olsson, 2008).

Within applied linguistics, forensic linguistics provides an appropriate framework for examining communication that carries legal significance by treating language as evidence capable of revealing speaker identity, communicative intention, pragmatic meaning, and contextual interpretation (Coulthard et al., 2016; Olsson, 2008). In digital investment fraud, persuasive messages rarely rely on explicit false statements; instead, they construct impressions of trustworthiness, opportunity, and financial success through strategic discourse. Accordingly, this study integrates Aristotle's rhetorical appeals (Aristotle, 2007), Speech Act Theory (Austin, 1962; Searle, 1969), Conversational Implicature Theory (Grice, 1975), and forensic linguistic principles to examine how persuasive communication operates simultaneously as a rhetorical strategy and a form of linguistic evidence.

Previous studies have demonstrated the relevance of linguistic analysis to digital deception and legally significant communication (Askurny et al., 2024; Fitria, 2024). However, the studies most closely related to the present research address different dimensions of fraudulent discourse. Fitria (2024) provides a broad account of the contribution of linguistic branches to legal contexts rather than examining the interaction of specific rhetorical and pragmatic mechanisms in a particular fraud case. Bassi et al. (2024) review computational approaches to online persuasion, particularly machine learning and natural language processing methods for detecting linguistic and argumentative features, without addressing their evidentiary function in forensic investigation. Liu et al. (2024) examine institutional impersonation fraud through self-styling, other-styling, and stance-taking, focusing on identity construction and manipulation rather than rhetorical appeals and implied persuasive meanings. Juanda et al. (2025), meanwhile, identify rhetorical moves and linguistic strategies in mediated online transaction fraud, particularly scammer–victim interactions involving online game account sales. Thus, although these studies illuminate important aspects of persuasion, identity construction, fraudulent discourse, and forensic linguistics, they do not explain how rhetorical appeals, speech acts, and conversational implicatures operate as an integrated persuasive system and simultaneously acquire evidentiary significance in influencer-based digital investment fraud.

To address this gap, the present study integrates Aristotelian rhetorical appeals (*ethos*, *pathos*, and *logos*), speech acts, conversational implicatures, and forensic linguistic principles within a single

analytical framework for examining Indra Kenz's Binomo promotional discourse. The novelty lies not in applying these theories independently, but in demonstrating how rhetorical appeals are pragmatically realized through speech acts and reinforced by implicatures, and how their interaction produces recurring linguistic patterns that can be interpreted as potential forensic evidence of persuasive and deceptive communication. This integrative perspective extends previous research from identifying isolated persuasive or fraudulent strategies toward explaining the relationship between rhetorical construction, pragmatic action, implied meaning, and forensic evidentiary value in influencer-based investment promotion. The study therefore contributes an analytical framework for forensic investigation while providing insights relevant to digital fraud prevention and media literacy.

Accordingly, this study aims to analyze the rhetorical strategies employed in Indra Kenz's promotional discourse of the Binomo investment platform from a forensic linguistic perspective. Specifically, it seeks to (1) identify the persuasive rhetorical appeals of ethos, pathos, and logos; (2) examine the functions of speech acts and conversational implicatures in constructing audience trust and influencing investment-related decisions; and (3) explain how these rhetorical and pragmatic features constitute linguistic evidence within a forensic linguistic framework.

## RESEARCH METHODS

This study employed a qualitative descriptive research design to investigate the rhetorical and pragmatic strategies in Indra Kenz's promotional discourse of the Binomo investment platform from a forensic linguistic perspective. A qualitative approach was selected because the study sought to interpret linguistic phenomena within their social, communicative, and legal contexts rather than measure statistical relationships. Following Creswell and Creswell (2018), qualitative inquiry was used to provide an in-depth interpretation of textual and communicative data within their contexts. The analysis was organized around three interconnected analytical foci: (1) rhetorical appeals, comprising ethos, pathos, and logos; (2) pragmatic features, comprising speech acts and conversational implicatures; and (3) the potential forensic significance of these rhetorical and pragmatic patterns as language-based evidence. The unit of analysis was an utterance or contextually complete sequence of utterances containing an identifiable persuasive function. An utterance was coded as ethos when it constructed the speaker's credibility, authority, expertise, or successful identity; as pathos when it invoked emotions, aspirations, fear, motivation, or expectations; and as logos when it presented explanations, comparisons, reasoning, or claims framed as rational justification. Speech acts were coded according to their communicative functions, particularly assertive, directive, and commissive acts, while conversational implicatures were identified when persuasive meanings depended on contextual inference rather than being explicitly stated. Forensic significance was subsequently interpreted by examining how these recurring rhetorical and pragmatic patterns contributed to credibility construction, audience influence, implied financial outcomes, or other forms of potentially deceptive communication.

The research was conducted through online observation of publicly accessible digital platforms because the investigated discourse originated from social media. The subjects of this study consisted of promotional discourse produced by Indra Kenz in relation to the Binomo investment platform before the legal proceedings against him. The primary and sole linguistic data analyzed in this study comprised verbal utterances extracted from ten promotional videos published on Indra Kenz's official YouTube channel and other publicly accessible digital archives. The videos were selected using purposive sampling based on four criteria: (1) the content promoted the Binomo platform, (2) it was published before the legal investigation, (3) it contained persuasive expressions concerning investment, financial success, or audience encouragement, and (4) the audio-visual quality was sufficiently clear for transcription and analysis. The selection of ten videos was considered adequate because the study prioritized in-depth qualitative analysis of recurrent rhetorical and pragmatic patterns rather than statistical representation. Legal documents, official reports, and relevant scholarly publications were not treated as secondary linguistic data or independently coded. Instead, they were consulted as contextual materials to establish the legal background of the Binomo case and to support the interpretation of the forensic relevance of the promotional discourse. Accordingly, the findings reported in the Results section are derived from the linguistic analysis of the selected promotional videos, while the contextual materials are used only to situate those findings within the broader legal context.

In qualitative research, the researcher served as the primary research instrument (Merriam & Tisdell, 2016). The researcher was responsible for identifying relevant digital materials, collecting and

transcribing the data, coding linguistic features, and interpreting the findings. To ensure systematic analysis, an analytical coding framework was developed based on Aristotle's rhetorical appeals (ethos, pathos, and logos), Searle's (1969) Speech Act Theory, Grice's (1975) Conversational Implicature Theory, and forensic linguistic principles (Coulthard et al., 2016; Olsson, 2008). The coding framework enabled the classification of persuasive utterances according to rhetorical appeals, speech act categories, implicature types, and their potential forensic significance.

Data were collected through documentation and observation techniques. Initially, relevant promotional videos were identified and archived from publicly accessible online platforms. Subsequently, all verbal utterances were manually transcribed into textual data. To enhance transcription accuracy, each video was reviewed repeatedly while considering both verbal and contextual information, including visual representations and interactional settings. The transcribed data were then organized into a research database containing video identification, contextual descriptions, transcription excerpts, and preliminary coding categories. The units of analysis consisted of utterances containing persuasive elements, including claims of financial success, expressions of certainty, invitations, promises, emotional appeals, and statements intended to construct credibility.

The data were analyzed using the interactive model proposed by Miles et al. (2014), which comprises data condensation, data display, and conclusion drawing and verification. During data condensation, relevant utterances were selected and coded according to rhetorical appeals, speech act categories, conversational implicatures, and forensic linguistic indicators, while irrelevant data were excluded. The coded data were subsequently organized into analytical matrices to facilitate pattern identification and comparison across the corpus. In the final stage, the relationships among rhetorical strategies, pragmatic functions, and persuasive meanings were interpreted to explain how promotional discourse constructed credibility, influenced audience decision-making, and functioned as linguistic evidence in digital investment fraud. This analytical model was selected because it provides a systematic and iterative procedure for interpreting complex qualitative discourse while remaining closely aligned with the objectives of forensic linguistic analysis.

To enhance the credibility of the analysis, this study employed theoretical triangulation by integrating Aristotle's (2007) rhetorical theory, Searle's (1969) Speech Act Theory, Grice's (1975) Conversational Implicature Theory, and forensic linguistic perspectives (Coulthard et al., 2016; Olsson, 2008). These complementary frameworks were used to examine the data from rhetorical, pragmatic, and forensic dimensions, thereby allowing persuasive utterances to be interpreted from multiple theoretical perspectives. Legal documents, official reports, and relevant scholarly publications were used as contextual sources to support the interpretation of the Binomo case and its legal significance rather than as independent sources for validating the linguistic findings. Thus, the primary analytical evidence remained the promotional discourse extracted from the selected videos, while contextual materials provided background for interpreting its forensic relevance.

## RESULTS AND DISCUSSION

### Results

The findings of this study reveal that Indra Kenz's promotional discourse of the Binomo investment platform employed systematic persuasive strategies constructed through rhetorical appeals, pragmatic functions, and implied meanings. The analysis of ten selected promotional videos identified three major patterns: (1) the construction of credibility through ethos, (2) the emotional and psychological engagement of audiences through pathos, and (3) the presentation of investment arguments through logos. Furthermore, the analysis indicates that these rhetorical strategies were realized through various speech acts and conversational implicatures that functioned to strengthen audience trust and encourage participation in the promoted investment activity.

The findings demonstrate that persuasive discourse in digital investment promotion does not operate through isolated linguistic expressions but through interconnected rhetorical and pragmatic mechanisms. Unlike previous studies that primarily examine explicit deception or aggressive digital crimes, this study found that financial manipulation may operate through positive discourse, including success narratives, motivational expressions, and credibility construction. The results are presented in the following subsections.

### Rhetorical Strategies in Indra Kenz's Promotional Discourse

The first finding concerns the rhetorical strategies identified in Indra Kenz's Binomo promotional discourse. Based on Aristotle's rhetorical framework, three dominant persuasive strategies were identified: ethos, pathos, and logos. Among these strategies, ethos appeared as the most dominant feature because the promotional discourse frequently constructed the speaker's personal authority and financial credibility.

**Table 1. Distribution of Rhetorical Strategies in Binomo Promotional Utterances**

| Rhetorical Strategy | Linguistic Characteristics                                            | Communicative Function                         | Frequency |
|---------------------|-----------------------------------------------------------------------|------------------------------------------------|-----------|
| Ethos               | Self-presentation, claims of expertise, personal success narratives   | Constructing credibility and authority         | Dominant  |
| Pathos              | Motivational expressions, emotional appeals, lifestyle representation | Creating emotional connection and aspiration   | Frequent  |
| Logos               | Investment explanations, comparisons, financial arguments             | Presenting messages as rational and reasonable | Moderate  |

The first finding indicates that ethos was constructed through repeated self-representation as a successful trader. Indra Kenz's promotional discourse frequently positioned himself as an experienced individual who had achieved financial success through trading activities. The linguistic construction of personal achievement functioned as a credibility-building mechanism because audiences were encouraged to perceive the speaker as a reliable source of financial information.

The analysis shows that the speaker's identity was not presented merely through verbal statements but also through the combination of language and visual representation. References to wealth, luxury possessions, and successful lifestyles reinforced the image of financial competence. This finding supports Liu et al. (2024), who explain that deceptive digital communication often involves strategic identity construction. However, unlike Liu et al.'s focus on institutional impersonation fraud, the present study demonstrates how influencer identity and personal branding may become persuasive resources in investment-related discourse.

### Emotional Appeals and Construction of Audience Aspiration

The second finding reveals that pathos played an important role in shaping audience emotions and expectations. The promotional discourse frequently utilized motivational expressions, success narratives, and representations of financial freedom. These linguistic choices created emotional associations between participation in Binomo and the possibility of achieving personal success.

**Table 2. Examples of Emotional Persuasive Strategies**

| Data Code | Linguistic Feature       | Rhetorical Category | Function                        |
|-----------|--------------------------|---------------------|---------------------------------|
| D1        | Success story narration  | Pathos              | Creating inspiration            |
| D2        | Lifestyle representation | Pathos              | Building aspiration             |
| D3        | Motivational statements  | Pathos              | Encouraging audience engagement |

The findings indicate that emotional persuasion operated by transforming investment activities into narratives of personal transformation. Instead of presenting trading as a financial activity involving uncertainty and risk, the discourse emphasized achievement, independence, and lifestyle improvement. This strategy encouraged audiences to associate investment participation with positive emotional outcomes.

This finding extends previous research on digital persuasion by demonstrating that emotional appeals in financial discourse are not merely marketing strategies but may also contribute to persuasive mechanisms within potentially deceptive communication. While Bassi et al. (2024) emphasize that online persuasion relies on emotional and linguistic features to increase engagement, this study highlights the forensic relevance of such strategies when emotional appeals are connected with financial decision-making.

### Logical Construction and Investment Claims (Logos)

The third finding concerns the use of logos as a rhetorical strategy. The analysis identified that Indra Kenz's promotional discourse also employed arguments presented as logical explanations regarding investment opportunities. These arguments included descriptions of trading processes, explanations of platform usage, and statements suggesting accessibility and profitability.

**Table 3. Logical Persuasion Strategies in Binomo Promotion**

| Data Code | Linguistic Feature                  | Logos Function               |
|-----------|-------------------------------------|------------------------------|
| L1        | Explanation of trading process      | Creating rational impression |
| L2        | Claims about financial opportunity  | Justifying participation     |
| L3        | Presentation of personal experience | Providing apparent evidence  |

The findings demonstrate that logos functioned to strengthen the persuasive effect created through ethos and pathos. The presentation of financial information created the impression that the promotional message was based on rational explanation rather than emotional appeal alone.

However, the analysis indicates that logical arguments were frequently combined with credibility claims and emotional narratives. This combination produced a persuasive structure in which audiences were encouraged to accept the message not only because of the information presented but also because of the speaker's constructed identity and lifestyle representation.

### Speech Acts Used to Influence Audience Decisions

The analysis of speech acts demonstrates that Indra Kenz's promotional discourse contained several communicative actions aimed at influencing audience responses. Based on Searle's Speech Act Theory, the dominant categories identified were assertive acts, directive acts, and commissive acts.

**Table 4. Speech Act Categories in Binomo Promotional Discourse**

| Speech Act Category | Linguistic Function               | Persuasive Purpose       |
|---------------------|-----------------------------------|--------------------------|
| Assertive           | Presenting information and claims | Establishing belief      |
| Directive           | Encouraging audience actions      | Motivating participation |
| Commissive          | Suggesting future benefits        | Creating expectations    |

The findings show that assertive acts were used to present claims regarding trading success and investment opportunities. These statements functioned to establish particular beliefs among audiences. Directive acts appeared through expressions encouraging viewers to try or participate in the platform. Meanwhile, commissive acts contributed to creating expectations regarding possible outcomes.

These findings indicate that promotional discourse functions as social action rather than merely information exchange. The speaker's utterances performed persuasive actions by attempting to shape audience attitudes and behaviors.

### Conversational Implicatures and Hidden Persuasive Meaning

The final finding concerns the role of conversational implicatures in constructing persuasive meanings. The analysis reveals that several promotional messages relied on implied meanings rather than direct statements. The speaker frequently communicated success and opportunity indirectly through narratives, examples, and symbolic representations.

**Table 5. Types of Conversational Implicatures**

| Type of Implicature     | Linguistic Pattern                 | Interpretation                     |
|-------------------------|------------------------------------|------------------------------------|
| Success implication     | Narratives of personal achievement | Suggesting similar outcomes        |
| Wealth implication      | Display of luxury lifestyle        | Constructing financial credibility |
| Opportunity implication | Positive investment framing        | Encouraging participation          |

The findings indicate that implied meanings played an important role because they allowed persuasive messages to appear less direct while still influencing audience interpretation. The discourse

encouraged audiences to associate Binomo participation with success without necessarily expressing explicit guarantees. This finding supports Grice's (1975) argument that communication involves meanings beyond literal expressions. However, within the forensic linguistic framework, these implied meanings become significant because they reveal how language can influence decision-making processes through indirect persuasion.

In general, the findings indicate that Indra Kenz's Binomo promotional discourse was systematically constructed through the integration of rhetorical appeals, speech acts, and conversational implicatures. Ethos primarily functioned to establish credibility, pathos generated emotional engagement, and logos provided rational justification for investment participation. These rhetorical strategies were realized through assertive, directive, and commissive speech acts, while conversational implicatures reinforced persuasive meanings by encouraging audiences to infer financial success indirectly. Collectively, these findings demonstrate that persuasive language in digital investment promotion constitutes an important form of linguistic evidence that can be examined within a forensic linguistic framework.

## Discussion

The present study demonstrates that persuasive discourse in digital investment promotion can be understood through the interaction of rhetorical, pragmatic, and forensic dimensions. Rather than treating ethos, pathos, logos, speech acts, and conversational implicatures as separate linguistic phenomena, the analysis shows how these features operate together to construct credibility, guide audience interpretation, and encourage financial participation. From a forensic linguistic perspective, the significance of this interaction lies not in establishing fraud or legal liability solely from linguistic data, but in identifying recurring communicative patterns that may assist investigators and courts in reconstructing how promotional messages were formulated, what communicative functions they performed, and what meanings audiences could reasonably infer from them. Thus, linguistic analysis can provide potential evidentiary support when interpreted alongside documentary, financial, testimonial, and other legally relevant evidence.

The dominant use of ethos is particularly relevant to understanding how persuasive authority was discursively constructed. Aristotle (2007) identifies credibility as a central persuasive resource because audiences are more likely to accept information from speakers perceived as competent and trustworthy. In the analyzed discourse, references to personal success, luxury lifestyles, and trading experience contributed to the construction of financial expertise and credibility. This finding is consistent with Liu et al. (2024), who demonstrate that fraudulent communication may rely on strategic self-styling to establish legitimacy. However, whereas Liu et al. examine institutional impersonation fraud, the present case illustrates how influencer identity can perform a comparable persuasive function without explicit institutional impersonation. In a forensic context, such credibility construction may be relevant when investigators examine how a promoter represented personal expertise, experience, or financial success and whether those representations contributed to the audience's interpretation of the promoted investment. The evidentiary relevance therefore lies in documenting recurrent patterns of self-presentation and relating them to the communicative context, rather than treating ethos itself as proof of fraudulent intent.

Pathos further demonstrates how persuasive force may be produced through emotional and aspirational framing. Motivational narratives, representations of financial independence, and associations between investment participation and personal success can encourage audiences to evaluate promotional messages through aspiration and identification rather than through financial information alone. This interpretation corresponds with Petty and Cacioppo's (2012) Elaboration Likelihood Model, in which peripheral cues such as attractiveness, authority, and emotional stimulation may influence attitudes without extensive evaluation of substantive evidence. Bassi et al. (2024) similarly show the importance of emotional and argumentative dimensions in online persuasion. In the context of forensic analysis, however, emotional appeals should not automatically be classified as deceptive. Their potential evidentiary relevance emerges when they form recurrent patterns that can be examined together with claims, directives, implied outcomes, and the broader circumstances of the promotion.

Logos requires similar caution. Aristotle (2007) conceptualizes logos as persuasion through reasoning and argumentation. In the present case, rationality was constructed through simplified

financial explanations, personal experiences, and apparently reasonable narratives concerning investment opportunities. Such discourse may appear evidential or logical to audiences even when its argumentative force depends substantially on previously established credibility and emotional engagement. This interpretation is consistent with van Dijk's (2006) theory of discourse and manipulation, which emphasizes how discourse can influence knowledge and beliefs through selective representations of information. From a forensic perspective, analysis of logos can therefore assist in identifying how financial propositions were linguistically framed as reasonable or credible. Its evidentiary relevance nevertheless depends on comparison with non-linguistic evidence concerning the accuracy of those propositions; linguistic analysis alone cannot determine whether an investment claim was factually or legally fraudulent.

Speech act analysis provides an additional level for interpreting the communicative functions performed by promotional utterances. Searle's (1969) framework makes it possible to distinguish statements that present propositions as true, utterances that encourage audiences to act, and expressions that project future outcomes. In forensic examination, this distinction may be useful because the legal relevance of a promotional statement can depend not only on its lexical content but also on what communicative action it performs in context. Assertive, directive, and commissive functions may therefore assist investigators in reconstructing the relationship between representations about an investment, invitations to participate, and expectations concerning future benefits. Previous forensic linguistic scholarship has applied speech act analysis to legally consequential communication such as threats, testimony, and investigative discourse (Coulthard et al., 2016; Olsson, 2008). The present framework extends this analytical possibility to influencer-based financial promotion while maintaining an important limitation: speech act classification identifies communicative function, not criminal intention or legal culpability.

Conversational implicature is particularly important because potentially influential meanings are not always explicitly verbalized. Grice's (1975) framework provides a means of examining meanings that audiences infer from contextual relationships between utterances, narratives, and surrounding discourse. Associations among financial freedom, visible success, trading experience, and participation in Binomo, for example, may generate expectations without taking the form of an explicit guarantee. This complements studies of persuasive strategies in online communication (Bassi et al., 2024; Juanda et al., 2025), but the forensic application requires particular methodological caution. An inferred meaning should not be treated as equivalent to an explicit statement. Instead, implicature analysis can provide investigators or courts with a linguistically grounded explanation of how an indirect interpretation becomes available in context. Its evidentiary strength depends on the stability of that inference across the surrounding discourse and its consistency with other case evidence. This distinction is important for avoiding an overstatement of what linguistic evidence alone can establish.

The principal theoretical contribution of this study therefore lies in its integrative analytical framework rather than in the individual identification of rhetorical or pragmatic categories. Previous digital forensic linguistic studies have addressed areas such as identity construction, deception, online threats, hate speech, defamation, and other forms of problematic digital discourse. The present framework contributes to this scholarship by establishing an analytical sequence in which rhetorical appeals identify the persuasive orientation of discourse, speech acts explain the communicative actions through which that persuasion is performed, conversational implicatures account for contextually inferred meanings, and forensic linguistic analysis evaluates the potential evidentiary relevance of the resulting patterns. The framework therefore connects persuasive form, pragmatic function, inferred meaning, and forensic interpretation within a single analytical procedure instead of treating them as independent layers.

At the same time, this integration has important boundaries. The framework is designed to provide a linguistically grounded interpretation of communicative patterns, not to establish deception, criminal intent, causation of financial loss, or legal guilt. Those determinations require evidence beyond linguistic analysis and remain within the competence of investigators, financial experts, and judicial authorities. Moreover, rhetorical appeals, speech acts, and implicatures are context-sensitive categories whose interpretation may involve analytical judgment. The contribution of the framework should therefore be understood as providing a systematic method for identifying and explaining potentially relevant linguistic patterns that can be examined alongside other evidence. This limitation distinguishes

the proposed approach from stronger claims that persuasive linguistic features themselves constitute conclusive proof of fraud.

This distinction also clarifies the meaning of language as evidence in the present study. Olsson (2008) and Coulthard et al. (2016) demonstrate that forensic linguistics can contribute to legal contexts by systematically examining language whose production, interpretation, authorship, or communicative function is relevant to a case. Applied to influencer-based investment promotion, the evidentiary contribution of linguistic analysis may lie in reconstructing patterns across multiple utterances rather than isolating individual words or sentences. Repeated credibility claims, directives, future-oriented representations, and implied associations can be mapped across the promotional discourse to provide a structured account of the communicative strategy. In an investigation, such analysis could assist in identifying linguistically relevant segments for comparison with witness statements, transaction records, regulatory findings, or other case materials. In judicial contexts, it could provide an expert linguistic explanation of how particular utterances function and how certain implied meanings arise from their discourse context. The final determination of their legal weight, however, belongs to the relevant legal authorities.

From a practical perspective, this analytical framework may consequently be useful to law enforcement agencies, digital investigators, financial regulators, and digital literacy programs. For investigators, it provides categories for systematically examining how credibility, emotional framing, rationalization, communicative actions, and implied meanings interact within promotional discourse. For regulatory and judicial contexts, the framework may assist in explaining the linguistic organization of promotional messages when digital videos or social media communication form part of a broader evidentiary record. For digital literacy, the same categories can help audiences recognize how apparently ordinary promotional communication may strategically shape perceptions of credibility, risk, and financial opportunity.

Several limitations should nevertheless be acknowledged. The study examines promotional discourse produced by a single Indonesian influencer in relation to one investment platform; therefore, the proposed framework requires testing across other digital investment and financial fraud cases before broader analytical applicability can be established. The analysis also concentrates primarily on verbal discourse, although visual representations, editing, music, platform affordances, and other multimodal resources may influence how promotional meanings are constructed. In addition, the qualitative interpretation of rhetorical categories and implicatures remains context-dependent. Future studies could therefore apply the framework comparatively across multiple cases, incorporate multimodal forensic analysis, and employ intercoder procedures or corpus-assisted methods to assess the stability and transferability of the analytical categories.

## CONCLUSION

This study demonstrates that Indra Kenz's Binomo promotional discourse employed interconnected rhetorical and pragmatic strategies to construct persuasive financial messages. First, ethos, pathos, and logos functioned to establish credibility, evoke emotional and aspirational responses, and frame investment claims as reasonable and convincing. Second, these rhetorical strategies were pragmatically realized through assertive, directive, and commissive speech acts and conversational implicatures, which enabled promotional messages to encourage participation and generate expectations of financial success, including through indirectly communicated meanings. Third, from a forensic linguistic perspective, these recurring patterns can serve as potential language-based evidence for interpreting how credibility, persuasion, and implied meanings are constructed in digital investment promotion; however, linguistic patterns alone do not establish fraudulent intent or legal culpability. Future research should examine comparable cases involving multiple influencers or investment platforms and incorporate multimodal analysis to investigate how verbal, visual, and audiovisual resources jointly construct persuasive meanings. Practically, the identified linguistic patterns may support digital literacy initiatives in recognizing potentially deceptive financial promotion and assist investigators in systematically interpreting persuasive and implied meanings in digital evidence.

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