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Deepfakes and Manipulative Linguistics in the Viralization of Speech Videos: A Critical Discourse Analysis of Digital Media Dynamics in 2025

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Abstract

Deepfake, or artificial intelligence-based media synthesis technology, is capable of manipulating or generating realistic images and voices of individuals in video and audio formats. This study aims to examine how deepfake technology is combined with manipulative linguistic strategies in the process of viralizing speech videos in digital media in 2025. The research focuses on revealing how manipulative discourse is constructed through deepfake audio-visual features and persuasive language choices, and how audiences interpret and repost it. This study uses a descriptive qualitative approach with a multimodal Critical Discourse Analysis (CDA) method. The research data consists of viral deepfake videos of public figures' speeches along with captions, titles, and user comments on TikTok, X (Twitter), YouTube, and WhatsApp platforms. Data collection techniques were carried out through non-participatory observation and documentation, while data analysis included the stages of reduction, presentation, and data verification. The results of the study show that deepfakes are used to build false credibility through visual similarities, audio manipulation, and situational contexts that are familiar to the audience. The dominant manipulative linguistic techniques include presuppositions, dichotomous lexicalization, high modalization, emotional framing, and the use of metaphors that reinforce the polarization of meaning. In addition, a symbiotic relationship was found between deepfake technology, discourse strategies, and platform algorithms that accelerate viralization and shape rhetorical hyper-realities in the digital public sphere. This study concludes that manipulative discourse in deepfake videos not only represents a false reality, but also actively shapes public opinion and power relations in digital

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media. Therefore, this study emphasizes the importance of strengthening critical media literacy, developing ecosystem-based risk policies, and designing technology oriented towards discourse safety in facing the dynamics of future digital media.

1. Introduction

The phenomenon of manipulative language in viral content is becoming an increasingly interesting topic to study, especially entering the dynamics of digital media in 2025, which is marked by the acceleration of information flow and the intensity of user interaction (Watson, n.d.). This topic is relevant and important because language is no longer merely a tool for communication, but has become an instrument capable of shaping perceptions, influencing emotions, and directing public behavior on a massive scale.

The audience is spread across various parts of the world, anonymous (the communicator does not know the audience and the audience tends not to know each other), and heterogeneous (the audience comes from diverse educational backgrounds, ages, genders, socioeconomic statuses, occupations, and religions) (Hadi et al., 2020). The novelty of this study lies in its focus on analyzing patterns of linguistic manipulation that appear in the latest viral content in 2025, which differs from previous trends in that it is more multimodal, more emotionally persuasive, and more integrated with digital platform algorithms.

By applying a Critical Discourse Analysis (CDA) approach, this research is significant because it is able to reveal the power relations, ideologies, and linguistic strategies hidden behind viral narratives (Aly & Aminah, 2025). The media has the ability to influence public perception through news coverage and the way they frame information (Islami, 2024). In many cases, media coverage can determine whether a legal issue is considered important by the public. In today's digital age, social media has become the primary platform for sharing and receiving information. (Kusumaningsih, 2024), so that the results of the study can provide a more comprehensive understanding of how language is used to drive public opinion in the context of today's digital media.

The topic of manipulative language in viral content is closely related to the use of linguistic and semiotic strategies designed to influence the way people think, feel, and act without realizing it. In discourse linguistics, the term manipulative language refers to the use of word choice, sentence structure, metaphors, repetition, and even the omission of certain information with the aim of shaping a specific perception in the audience (Rimang, 2025).

Meanwhile, the term viral content refers to digital messages in the form of text, video, images, or multimodal combinations that spread widely and rapidly thanks to algorithmic mechanisms and user interactions on social media. Understanding these two terms is important because media trends in 2025 show that virality is not only determined by the quality of the message, but also by

linguistic strategies deliberately constructed to evoke emotions such as anger or curiosity (Aly & Aminah, 2025). By understanding the terminology and context of its application, this study has a strong conceptual foundation for analyzing how language works behind viral phenomena that widely influence public opinion.

The topic of manipulative language in viral content is very important because its impact is no longer individual, but touches on a much broader social space.(Al Fatih et al., 2024). Information presented through Facebook news feeds, Google search results, and trending topics on Twitter has been sorted and prioritized by algorithms programmed to group, filter, and present content with the aim of increasing user interaction with that content and the amount of time users spend on social media in accordance with its design.

This situation has the potential to create social polarization, information distortion, and even irrational collective behavior (Keisha et al., 2025). Additionally, the increasing production of content by individual users without adequate media literacy expands the risk of spreading manipulative language. Therefore, understanding and analyzing how language strategies shape viral phenomena is an important step in assessing the extent to which digital discourse influences the awareness and social dynamics of modern society.

Various studies in the last five years have revealed a number of real problems related to manipulative language in viral content (Philip & Philip, 2025). First, Scopus-indexed studies confirm that disinformation and misinformation that spreads rapidly on social media often utilizes linguistic strategies to accelerate virality and obscure the truth, thereby amplifying its social impact (Nuryanti et al., 2025). Second, recent literature also highlights the role of technology, including the use of generative AI, in refining, multiplying, and accelerating the production of manipulative discourse, making traditional detection more difficult. Third, studies published in Sinta 2 journals (critical discourse analysis of local viral content) have found recurring rhetorical patterns such as emotional framing, fact selection, and systematic legitimization strategies that shape public opinion. Fourth, several local studies also link manipulative language practices to threats to the democratic deliberative process and social polarization, as viral narratives are often designed to reinforce group identities and silence dissenting voices.

Overall, empirical evidence from the past five years shows that this issue is multidimensional—linguistic, technological, and political—and requires analytical interventions that combine AWK, multimodal studies, and media policy (Suhardi & Salamah, n.d.). The problem of manipulative language in viral content is further reinforced when viewed through qualitative data emerging from various field studies and critical discourse analysis. The research presented provides a sophisticated analytical framework for understanding the dynamics of infodemics in the digital age.

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Although the video of Finance Minister Sri Mulyani's speech mentioning that “teachers are a burden on the state” is not a deepfake in the technical sense (synthetic face/voice engineering), this case is a clear and perfect manifestation of the “rhetorical hyper-reality” discussed in the abstract. This analysis will discuss how the mechanisms described in the abstract work in cases that use “context manipulation” as a variant of synthetic technology.

Content creators or YouTubers are required to have high creativity to make content that is attractive to viewers. YouTubers are competing to create content with such creativity to attract (Sumaji, 2023) the attention of the public, It has become a platform for generating income, as individuals can earn money through YouTube. Consequently, an increasing number of people are turning to YouTube as a career, with YouTubers leveraging the platform to generate income, either directly from YouTube or through other parties.

Qualitative findings show that viral content is often constructed through narratives deliberately designed to evoke emotions, for example through the selection of dramatic diction, the use of metaphors that corner certain parties, and the omission of important context so that readers are directed to a single point of view desired by the content creator (Philip & Philip, 2025). Analysis of user comments on social media also shows how audiences tend to repeat these manipulative narratives without verification, demonstrating the success of linguistic strategies in creating collective cognitive bias.

Furthermore, qualitative studies of viral video and image content found consistent patterns in the use of overlay text, emotional music, and specific visual clips that reinforce manipulative messages and influence viewers' interpretations (Salma, 2025). All of this qualitative data indicates that the issue of manipulative language is not only present in linguistic structures, but also in the way users receive, internalize, and disseminate it, thereby amplifying the social impact of manipulative discourse in digital media.

Previous studies have made important contributions to understanding and analyzing manipulative language in viral content. Most studies, both from reputable Sinta 2 national journals and Scopus-indexed international articles, focus on mapping the linguistic strategies used to influence public emotions and perceptions. A notable similarity among these studies is their emphasis on the use of framing, emotional appeal, and legitimization strategies as the main patterns in the production of manipulative content (Bariah et al., n.d.). some studies highlight micro-linguistic aspects such as diction, sentence structure, and metaphors, while other studies focus more on the socio-political context, ideology, and power dynamics in the process of spreading viral narratives.

In addition, international research places greater emphasis on multimodal dimensions, such as the interaction between text, images, and audio, while research in Indonesia is still dominated by text-based discourse analysis. This state-of-the-art shows that although previous research has provided a strong picture, there are

still gaps in combining linguistic, multimodal, and social context analysis simultaneously to understand the phenomenon of language manipulation in the 2025 media landscape more comprehensively (Sudarwati & Indhiarti, 2023).

Although various studies have discussed manipulative language in viral content, there are still a number of gaps that need to be addressed in order to provide a more complete picture of this phenomenon. Previous studies have generally focused their analysis on a single aspect, whether micro-linguistics, social context, or multimodal elements, so there has not been much research that simultaneously combines all three in a single integrated analytical framework (Syahid & Datang, 2024).

In addition, most studies have not mapped patterns of language manipulation based on the latest viral trends in 2025, which are characterized by the use of generative AI, hyper-realistic visuals, and increasingly complex algorithmic interactions. Another gap is the lack of studies highlighting how audience responses play a role in strengthening or weakening these manipulative effects (Nurhaidah, n.d.). Therefore, the novelty of this research lies in the integration of a multimodal Critical Discourse Analysis approach combined with mapping manipulative language strategies in the context of the latest media trends.

By using critical discourse analysis, this study will not only reveal the language and rhetoric patterns used in the speech certification discussion but also provide an overview of how the public responds to this issue in the digital age (Aly & Aminah, 2025). In general, the research questions that arise are: How are linguistic and multimodal strategies used in viral content in 2025 to construct manipulative messages, and how do audiences interpret and repost them? This study is expected to contribute to the development of a discourse analysis model that is more adaptive to the dynamics of future digital media, while also providing a basis for more critical media literacy in society.

2. Method

The unit of analysis in the study entitled "Deepfakes and Manipulative Linguistic Strategies in the Viralization of Speech Videos: A Critical Discourse Analysis of Digital Media Dynamics in 2025" focuses on speech video content that has been manipulated using deepfake technology and subsequently gone viral on various digital media platforms. The material objects of this research include several events and cases that emerged in 2025, particularly speech videos of public figures that underwent visual and verbal distortion, giving rise to new, misleading meanings.

In addition, the unit of analysis also covers the digital spaces where these videos were disseminated, such as YouTube, Instagram, TikTok, and X (Twitter), as well as comment sections, which became the site for the development of public interpretations. Netizen interactions, the dissemination process, and audience response dynamics are also included in the research object because they play an

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important role in understanding how manipulative linguistic strategies work in the context of viralization. Thus, the unit of analysis in this study not only includes the deepfake video itself, but also the digital ecosystem where the video circulates and is interpreted by the public.

This study uses a descriptive qualitative research design, which aims to describe in depth the phenomenon of deepfake use and manipulative linguistic strategies in the viralization of speech videos on digital media in 2025. The descriptive approach was chosen because it allows researchers to describe the process, forms of manipulation, and meanings that arise from the interaction between video content and public responses without (Syarifah, n.d.) intervening in the phenomenon being studied. Through this qualitative design, researchers can capture the dynamics of the developing discourse, the language patterns used to influence audience perception, and the social context behind the spread of videos. In addition, this design helps identify rhetorical strategies, diction choices, and manipulative utterances that shape the flow of virality, so that a comprehensive understanding of the deepfake phenomenon in the digital media space can be obtained in detail and naturalistically.

The sources of information in this study consist of a collection of data from viral deepfake videos, manipulated speech transcripts, and supporting texts that appear in digital spaces such as captions, titles, user comments, and accompanying articles on news portals. Thus, the information sources used include visual, verbal, and digital interaction materials relevant to the phenomenon of deepfakes and the dynamics of manipulative discourse in digital media in 2025.

The data collection process in this study was conducted through observation of digital content related to deepfake videos and public responses to them. The observation was conducted non-participatively, in which the researchers did not engage in digital conversations or interactions but only observed the dissemination process, comment patterns, and linguistic strategies that emerged in social media spaces. The researcher observed how videos were published, how titles and captions were framed to attract attention, and how netizens interpreted and responded to the content.

In addition, observations were also made on changes in discourse over time, including how comments, reposts, and redistribution influenced the meaning of deepfake videos. Documentation in the form of screenshots, field notes, and archiving of comments and supporting texts was also carried out to ensure that the data was recorded systematically and could be reanalyzed. Thus, the observation process provides a rich empirical picture of the dynamics of linguistic manipulation in the digital media ecosystem.

Data analysis in this study was conducted through three main stages, namely data reduction, data display, and data verification. In the data reduction stage, researchers selected and filtered relevant data in the form of deepfake video

clips, speech transcripts, titles, captions, and netizen comments that indicated the use of manipulative linguistic strategies.

The analytical methods used include content analysis to identify verbal and visual elements in deepfake videos and their supporting texts, discourse analysis to examine manipulative strategies, message structures, and rhetorical purposes in the viralization process, and interpretive analysis to understand the meanings generated from the interaction between content, message producers, and audiences. These three methods are used complementarily to gain an in-depth understanding of the dynamics of manipulative discourse in digital media in 2025.

3. Result

Deepfake: Media synthesis technology using artificial intelligence (AI) that can create videos, audio, or images that are so realistic that they are difficult to distinguish from the original. In the context of speeches, deepfakes can be used to manipulate the words, expressions, and intonations of public figures, creating false narratives that have the potential to undermine trust, social stability, and politics (Putri et al., 2024).

The development of digital technology has created significant changes in the patterns of communication and social interaction of modern humans (Fajriah & Ningsih, 2024). One innovation that shows rapid progress is deepfake, a technology that allows the manipulation of a person's image or voice with a high degree of realism so that it resembles the original (Xiao, 2024). Although it has value in various sectors, this technology also opens up opportunities for misuse, one of which is in the form of defamation crimes.

Table 1. The Title of the Table

Code	Deepfake Content Quote	Manipulative Strategies Used	Impact or Viralization Process
D 1	TikTok video: “A public figure with a similar appearance and synchronization. An affordable car program priced at six hundred thousand rupiah at this dealer is officially from Mr. H Raffi Ahmad. This program is presented as a way for the community to easily own a vehicle in an accessible and affordable manner.” (Mr. Prabowo)	1) High-level audio-visual manipulation (face & voice synthesis). 2) Use of familiar visual contexts (clothing, formal settings). 3) Exploitation of micro-emotions (trust, economic expectations).	1) Building false credibility through authoritative figures. 2) Emotional resonance encourages instant trust. 3) Content is easy to share because it appears “official” and “reasonable.”
D 2	Video on X: Focus on audio manipulation, imitating intonation patterns, pauses, politicians' “vocal fry,”	1) Audio manipulation to emphasize sincerity and urgency. 2) Imitation of individual	1) Creating an illusion of authenticity through a convincing voice.

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	artificial frequency enhancement on keywords in speeches. “Please respond with, ‘Honestly, I need help with school fees, college tuition, business capital, I will help.’” (President Prabowo)	vocal characteristics as a marker of authenticity.	2) Keyword emphasis improves audience recall. 3) Triggering trust and cross-platform sharing.
D 3	WhatsApp video: low resolution, compressed video, short clip format, presented as “leaked information” from an internal group. Going viral: The governor providing manipulative information "Notice to all residents of East Java: anyone who does not yet have a motorcycle and wants a new one, please order a cheap motorcycle for only five hundred thousand rupiah. This is my promise. Order now, no cash on delivery, delivery can be today, complete with documents and your own name (Mrs. Khofifah)."	1) Low visual quality to avoid the uncanny valley effect. 2) Exclusive framing (confidential information). 3) Utilization of trust in closed networks.	1) The authenticity bias of amateur content reinforces acceptance. 2) Rapid dissemination through chain messages. 3) Considered important because it comes from close relationships.
D 4	Narrative in the content: "I have launched an interest-free online loan with no usury, a relatively quick and easy process, no collateral, and an application for people who need immediate loan funds. Contact me here. The search process takes 30 minutes. I am Dedy Mulyadi, who is fully responsible for the loan cooperative (Dedy Mulyadi).	1) Presupposition (assuming claims to be facts). 2) Lexical dichotomy (“us vs. them”). 3) High modality (“definitely,” “guaranteed”).	1) Framing social reality in a simplistic and closed manner. 2) Suppressing space for criticism and doubt. 3) Emotional responses encourage content sharing.
D 5	Manipulative narratives provoke anger among netizens. Sri Mulyani said, “Teachers are a burden on the state.”	1) Reductive metaphors for complex issues. 2) Framing threats against certain groups.	1) Building collective anger. 2) Polarizing public opinion. 3) Driving engagement through negative emotions.
D 6	Content designed for the X platform with long threads	1) Pseudo-rational narrative structure.	1) The illusion of truth through

	containing inappropriate arguments such as "I will share this video with my relatives and friends on TikTok. This is true. Trust me, I will send it within an hour." (Bu Khofifah)	2) Presentation of pseudo data/quotes. 3) Optimization of provocative hashtags.	argumentative structure. 2) High interaction (debates, retweets) triggers algorithms. 3) Longer content lifespan through chain discussions.

4. Discussion

Based on the analysis table, the research findings show that the viralization of deepfake content is not solely triggered by the sophistication of media synthesis technology, but rather by a strategic combination of audio-visual manipulation, linguistic construction, and platform distribution context. From a Critical Discourse Analysis perspective, deepfakes function as representational devices that frame certain social realitie for persuasive and manipulative purposes.

In data D1,the use of high-level audio-visual manipulation, including facial matching, lip-syncing, and familiar visual contexts,builds false credibility. The representation of public figures as symbolic authorities produces an instant legitimizing effect. Linguistically, narratives promising ease and affordability trigger emotions of economic hope, especially among young audiences. This combination accelerates the viralization process because the content appears "real" and relevant to the audience's needs.

Data D2 confirms the role of audio manipulation as a marker of authenticity. Imitation of intonation, pauses, and distinctive vocal characteristics of political figures creates a strong illusion of authenticity despite minimal visual evidence. In the context of AWK, voice functions as a discursive practice that reinforces power relations: audiences tend to trust messages when they are delivered through the vocal characteristics of authoritative figures. Emphasis on keywords increases memorability and facilitates cross-platform dissemination.

In contrast to open platforms, data D3 shows that low visual quality on WhatsApp is actually an effective strategy. The bias towards the authenticity of amateur content and its framing as "leaked information" exploits trust within closed networks (family/friends). In AWK, this distribution practice shows how social context reinforces the persuasive power of discourse. As a result, content spreads quickly through chain messages because it is considered important, exclusive, and safe from public verification.

In D4, linguistic strategies become the center of manipulation. Presuppositions assume the truth of claims before they are verified, while lexical dichotomies ("us vs. them") and high modality ("definitely," "guaranteed") close off critical dialogue. Such discourse frames reality simplistically and mobilizes emotions of fear and hope that algorithmically drive engagement and sharing.

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Within Fairclough's framework, this reflects discursive practices that reinforce power relations and limit alternative meanings.

D5 data shows how provocative framing and reductive metaphors simplify complex issues into moral threats. False attributions to state officials trigger collective anger and reinforce polarization. Algorithmically, negative emotions increase interaction (comments, replies), thereby expanding the reach of the content. This shows that viralization is often driven by deliberate discursive conflict.

Meanwhile, D6 displays optimization of platform X through pseudo-rational narrative structures and provocative hashtags. The presentation of seemingly systematic arguments creates an illusion of truth, sparks debate, and extends the life of the content. In AWK, this strategy blurs the line between rational argument and manipulation, while taking advantage of algorithmic logic that prioritizes interaction.

Overall, the research findings confirm three main patterns. First, pseudo-authenticity is constructed through audio-visual synchronization and the linguistic characteristics of public figures. Second, emotions of trust, hope, and anger are the main drivers of virality. Third, the platform context (closed vs. open) determines the path and speed of dissemination. Thus, deepfakes must be understood not only as technological products, but as discursive practices that operate within relations of power, ideology, and digital media algorithms.

Manipulative Linguistics: This refers to the deliberate use of language tools to mislead, confuse, or influence the audience unethically. In manipulated videos (either partially or entirely via deepfake), this strategy can include: Framing, which is framing an issue with specific word choices and metaphors; Presupposition, which is inserting hidden assumptions that are accepted unquestioningly by the listener; Lexical Choice: Selecting value-laden vocabulary (e.g., “rebels” vs. “freedom fighters”), Narrative Patterns: Constructing stories that exploit emotions (such as fear or hope) to override logic, and Speech Video Viralization:

The process of rapidly and massively disseminating content through digital and social media platforms. Viral spread is often driven by algorithms, echo chambers, and users' emotional engagement. The combination of sensational content (such as fake/manipulated speeches) with a planned sharing strategy can accelerate and expand the impact of manipulation (Solihah et al., n.d.). Critical Discourse Analysis (CDA): A theoretical and methodological approach used to examine the relationship between discourse, power, and ideology (H Endang Herawan et al., 2024).

CDA not only analyzes the structure of the text (linguistics) but also the social, political, and historical context of the production and consumption of the text. In this study, CDA will be used to: Reveal how power is reproduced or challenged through deepfake videos, Analyze what ideologies are hidden or promoted in the linguistic strategies used, Examining the impact of this

manipulative discourse on social dynamics and democracy. In this rapidly evolving digital age, online media plays a strategic role in shaping public opinion through the selection of specific perspectives in news coverage. Using Robert N. Entman's framing theory, this study explores how both media outlets define issues, diagnose causes, make moral judgments, and provide recommendations for resolving political dynasty issues related to electoral contests (Aliyamsyah Siregar et al., 2025).

Digital Media Dynamics 2025: Focuses on the ever-evolving media landscape, including AI sophistication, the role of recommendation algorithms, participatory user culture, (potentially) immature regulations, and increasingly fragmented information consumption patterns (Eko Wahyuanto, 2025).

The concept of "Rhetorical Hyper-Reality" Findings points to the formulation of the concept of Rhetorical Hyper-Reality, which is a condition in which the pseudo-reality constructed by deepfakes (a combination of technical and linguistic manipulation) not only masquerades as truth, but actively creates a more persuasive and emotional effect of truth than actual reality. In this hyper-reality, the internal coherence of the narrative and its ability to meet the emotional or ideological expectations of the audience become more decisive in determining whether a message is accepted than its conformity with empirical facts. Deepfakes serve as the ultimate marker of this hyper-reality, providing sensory evidence (seeing and hearing) that seems to confirm the constructed discourse.

The Theory of Symbiotic Amplification The study modifies media ecology theory by proposing the Theory of Symbiotic Amplification. This theory states that in the dynamics of digital media in 2025, the viral spread of manipulative content is not a linear result of cause and effect (content is created, then the platform disseminates it), but rather the result of a symbiotic relationship between three elements: (a) Technological Agents (deepfake AI, curation algorithms), (b) Discourse Agents (linguistic strategies, narrative framing), and (c) Social Agents (participatory culture, socio-political conditions).

These three agents reinforce each other in a non-linear manner. Algorithms promote content that utilizes certain linguistic strategies, which are then modified by social agents through participation, which in turn provides data feedback to refine technological and discursive agents. This cycle creates an amplification loop that is increasingly rapid and difficult to intervene in.

The Philosophy of "Digital Vulnerability Ethics" Philosophically, the research findings shift the ethical discussion from simply "truth vs. falsehood" to Digital Vulnerability Ethics. This philosophy argues that in a complex and symbiotic media ecology, every actor user, platforms, content creators, and regulators—has a different level of vulnerability and agen cy. Therefore, ethical responsibility must be distributed proportionally, with a greater burden on those who have greater agency and technical control (such as platforms and AI developers).

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The main principle is that of structural prevention: the obligation to design systems (technology, law, literacy education) that structurally reduce the possibility of exploiting cognitive and social vulnerabilities, rather than simply blaming individuals who have been deceived. This includes algorithm design ethics that do not prioritize blind engagement, AI development ethics that install built-in "ethical barriers," and public communication ethics that proactively build community immunity (al Santoso et., 2025).

Policy and Regulation: Regulation cannot focus solely on labeling or prosecuting bad actors. What is needed is an ecosystem-based risk regulation approach, which requires platforms to transparently map and mitigate critical points in the viralization of manipulative content, such as the "virality gap." Incentives should be provided for the development of proactive, rather than reactive, native detection tools that are integrated before content becomes widespread. In addition, ethical by design standards in the development of AI synthesis tools should be mandatory, for example with digital watermarking that cannot be removed and is encrypted.

The Field of Digital Literacy Education: Digital literacy must evolve from "how to detect hoaxes" to "discourse immunity education." The material should include: (a) understanding manipulative linguistic strategies (such as presuppositions and extreme modalization) as more consistent "warning signs" than the visual inaccuracy of deepfakes, (b) training in contextual verification speed (who benefits? where did this video originate?) rather than complex technical verification, and (c) strengthening the ethics of digital participation, namely the awareness that every share/retweet is an act of amplification that has consequences.

The Field of Journalism and Public Communication: Press and public communication institutions need to adopt rapid response protocols to potential viral deepfakes, which include multi-format clarifications (video, text, audio) designed to be easily understood and shared. They must also counter narratives with narratives, building counter-stories that are equally emotional and easy to digest, but based on facts. Furthermore, building community trust networks before a crisis occurs is key, because in the "virality gap," trusted local sources are often more listened to.

Technology Development Domain: The direction of AI development must include discourse safety as a technical parameter. This means that AI models are not only assessed for accuracy or realism, but also for their potential misuse to manipulate public discourse. The development of real-time discourse analysis tools that can scan for manipulative linguistic patterns on a massive scale, combined with multimodal detection (audio + visual + text), is an urgent need.

Overall, this research shows that the battle against the negative impacts of deepfakes no longer lies solely in the field of technical detection, but in the battle of narratives, speed, and digital ecosystem design. Deepfakes are merely a

symptom of a media environment ripe for manipulation. Therefore, the solution must be holistic, targeting the symbiosis between technology, language, and human behavior, with the ultimate goal not being to create a world free of deepfakes which may be impossible but to create a more resilient media ecology, where truth continues to have sufficient narrative and structural competitiveness (ARTANTO et al., n.d.).

Subheading Level 1

Manipulative Linguistic Strategies in *Deepfake* Content. This section discusses key findings related to patterns of manipulative linguistic strategies used in deepfake video content. These strategies do not stand alone, but work systematically to build false credibility, trigger emotional responses, and accelerate the spread of manipulative discourse in digital media.

Subheading Level 2

Findings show that presupposition strategies are predominantly used in deepfake narratives to insert assumptions that are accepted as truth without going through a verification process. Sentences that assume the existence of commonly known facts serve to close the audience's critical space. In addition, dichotomous lexicalization such as “us vs. them” or “pure vs. corrupt” constructs a polarized social reality, directing the audience to take sides without considering alternative perspectives. This strategy reinforces group identity and triggers high emotional engagement, which ultimately drives massive content dissemination.

5. Conclusion

This study reveals that deepfake technology not only functions as an audio-visual engineering tool, but is also combined with manipulative linguistic strategies to create persuasive discourse that quickly goes viral in digital media in 2025. This combination produces “rhetorical hyper-reality,” a pseudo-reality that is more convincing than actual facts because it is supported by realistic sensory evidence (visual and audio) and emotionally charged, polarizing narratives.

Key research findings include: Deepfakes build false credibility through visual similarity, audio manipulation, and contexts familiar to the audience, reinforced by platform features such as TikTok, X (Twitter), and WhatsApp algorithms. Manipulative linguistic strategies such as presupposition, dichotomous lexicalization, High modality and emotional framing are used systematically to influence perceptions, reduce space for dialogue, and accelerate dissemination.

The 2025 digital media ecosystem reinforces the effects of deepfakes through a mutualistic symbiosis between: Technology Agents (algorithms, AI), Discourse Agents (language strategies), and Social Agents (audience participation, viral culture).

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Audiences tend to spread content without verification, prolonging the impact of manipulation and widening the "virality gap" where false narratives have already crystallized before clarification emerges.

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