

The Speech Act of Advising as Netizens' Response to 2019 Presidential-VP Candidate Polling on YouTube in Rocky Gerung's Channel

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ABSTRACT

This study aimed to identify speech act used in YouTube's comment section posted by YouTube users or netizens as a response to the 2019 Presidential-VP candidate polling in Rocky Gerung's Channel. The data was obtained by using note-taking technique. First, the study observed the reaction of netizens in YouTube's comment section and then made the transcripts of the comments observed. Afterwards, the transcription was turned into datasheet to finally be classified according to Searle's classification of speech acts. The result of the analysis showed that the speech act of advising is the most frequently used speech act by the netizens. The research also revealed the importance of advising in keeping politeness in written comments. This research also showed the mentality of "speak a good word or remain silent" inherent to the Indonesian culture.

Keywords: *Advising, Speech acts, Presidential election, Rocky Gerung, YouTube*

1. INTRODUCTION

There are various platforms of social media that can be found lately, such as Friendster, Google, Facebook, Twitter, YouTube, even Instagram. One of the platforms that are focused on digital video sharing is YouTube. YouTube becomes the most favorite video sharing platforms in the world. According to *webwise.ie* [1], YouTube is a video sharing service where users can watch, like, share, comment, and upload their videos. The video service can be accessed on PCs, laptops, tablets, and mobile phones.

YouTube is free to use and it can be a great space for people to discover things they like. For many young people, YouTube is used to watch music videos, comedy shows, how-to guides, recipes, and even life hacks. Teens also use the video-sharing service to follow their favorite vloggers (video blogger), subscribe to other YouTubers and celebrities they are interested in. YouTube becomes a very popular platform as they add a dynamic element to the video, improve knowledge transfer, demonstrate procedures, and to share wide range of topics. They can also be particularly entertaining and re-watched as many times as the viewer's wish. This is why YouTube can provide unlimited opportunities to enhance our minds by not only using the countless videos that are available there

but also creating our own survey to help our audience achieve their objectives.

People commonly use YouTube to watch video which is informative, funny, awesome, and even inspiring. Civil society, teenagers, public figures, artists, even politicians are becoming YouTube users. YouTube serves as not only a platform to upload and watch videos, but also to create your own survey to a specific topic. One of the rising politicians and an active Youtuber is Rocky Gerung. Rocky Gerung is a lecturer of philosophy at the prestigious Universitas Indonesia (UI). His popularity rose since his appearance on tvOne's popular debate show *Indonesia Lawyers Club* (ILC) by saying holy books are fiction on Tuesday, April 10, 2018 (The Jakarta Post, 2018). His follower on twitter was increasing significantly and his subscriber on YouTube as well.

On August 9, 2018, the surprising announcements by both President Joko Widodo and Gerindra chairman Prabowo Subianto regarding their choice of running mates in the 2019 presidential election dramatically changed the dynamics of the race from what the analysts had previously predicted. The revealed result of the first major survey of potential voters polled after the running mate announcements indicated that, while the incumbent still holds a major advantage over Prabowo (as in previous polls), the demographic shifts among their voters could herald major shifts in campaign strategies [3].

Based on this phenomena, Rocky Gerung also created and released his own survey in his YouTube channel. He

surveyed his followers (netizens) to participate in his account to choose the President and VP candidate of Indonesia in 2019. The survey were held from August 12 to August 30, 2018. Based on a head-to-head match, 8% of voters would pick President Jokowi and his running mate, Indonesian Ulema Council (MUI) leader Ma'ruf Amin, while 92% would pick Prabowo and his running mate, former Jakarta vice governor and businessman Sandiaga Uno [4].

Based on the phenomenon mentioned above, it is interesting to analyze netizen's reaction to the survey done by Rocky Gerung in his channel. The aim of this research is to describe the directive speech act and to the politeness strategy used by netizens in response to the polling done by Rocky Gerung on 2019 presidential-VP candidates in YouTube.

Some researchers have conducted speech acts analysis in some particular research. They are Septianasari [5], Robiah and Ibrahim [6], Syafruddin and Rimang [7], Muhartoyo and Kristani [8], Suwignyo [9], Iriyansah [10], and Susanti and Siregar [11]. These researchers analyzed and investigated speech acts analysis in such discussions, such as netizen's comment in responding to social phenomenon on e-KTP corruption on Instagram [5], Speech Acts strategies from autistic students on the teachers' directive in the classroom [6], Speech act strategies used by the members of the South Sulawesi Parliament [7], Directive Speech Act In The Movie "Sleeping Beauty" [8], Speech acts of the *Laku Among* utterance in the class discourse [9], and Speech act of Japanese woman in using compliments [11].

Septianasari [5] conducted a study to describe the expressive speech acts of the instagram users (Netizens) and the politeness strategy used in responding to social phenomenon of e-KTP corruption in Indonesia. This descriptive qualitative research used the scrutinizing method (*Metode Simak*) and note taking technique in collecting the data. Some theories related to expressive speech act and politeness strategy are used to analyze the data. The result is represented by using informal method. The netizen used expressive speech act for cursing, expressing anger, satirizing, sympathizing, blaming, thanking, fulminating, and advising. Most of them used this speech act to express their anger or negative emotion. Nonetheless, some of them still used politeness strategy in responding to social phenomenon of e-KTP corruption on Instagram. Expressive speech acts and politeness strategy reflects the way the language users show their emotion by using words.

Robiah and Ibrahim [6] investigated the form, function and response strategies from autistic students on the teachers' directive in the classroom. The result showed that there are two categories of the students' spoken responses: (1) speech production in the form of assertive, directive, commissive and expressive; and (2) the speech responses are based on the senses including auditory, visual and emotions. In addition, the function of the students' responses is categorized into two: (i) the effect of speech production in terms of complaining, agreeing, asking, stating something, thanking, apologizing, asserting, reporting, mentioning and offering; and (ii) the students' responses as the effect of the teachers' directive speech acts. Furthermore, the students' response strategies

are divided into two categories, namely: (i) internal and external factors, and (ii) the delivery of the students' responses.

Syafruddin and Rimang [7] described and explained declarative, interrogative, and imperative forms as well as speech act strategies used by the members of the South Sulawesi Parliament. The qualitative study employed the functional approach on language. The study was conducted in the South Sulawesi Parliament House. The data of the research were obtained from speech acts, field observations and interviews. The stages of data collection are 1. Preparation, 2. Recording, 3. Observation, 4. Interview, and 5. Transcription. The data were analyzed by the following procedures: 1. data reduction, 2. data presentation and interpretation, and, 3. data conclusion and verification. The findings revealed that there were various forms of politeness used by the respondent. Moreover, the locution act was the more dominant strategy used by the respondent than the illocutionary act.

Muhartoyo and Kristani [8] discussed speech acts, especially the directive speech act. Their study aimed to identify the directive speech act performed in the "Sleeping Beauty" movie. Likewise, it will find out how often the directive speech act performed and which type of directive speech act that is most frequently used in the movie. This study used a qualitative method in which data collection is done by watching the movie, analyzing the body movement and the dialogues of each character, reading the script, and library research. A total of 139 directive speech acts were successfully identified. The result of analysis showed that the directive speech act of ordering is the most frequently used in the movie (21,6%). The least frequently used directive speech act is inviting directive speech act (0,7%). The study also revealed the importance of directive speech act in keeping the flow of storyline of the movie. This study is expected to give some useful insights in understanding what directive speech acts is.

Suwignyo [9] described and explained the *Laku Among* utterance in the class discourse. *Laku Among* speech act is a natural phenomenon of language use in social and cultural among contexts. To explain the phenomena, ethnographic research was used based on the structure of classroom communication. The result of the study shows that there are three findings of using *Laku Among* utterances in the classroom, they are *ing ngarsa*, *ing madya*, *tut wuri handayani* in the initial, middle and final speech acts in the classroom discourse.

Iriyansah [10] described the realization of a directive speech act category in the movie titled "*Negeri Lima Menara*". The method being used is a qualitative descriptive method with content analysis techniques. The collection of data carried out by the method of seeing, involved, competent, recording, and taking notes. Analysis of the data in this study is descriptive by using content analysis. The result shown in the movie "*Negeri Lima Menara*" are six categories of speech acts directive. Directive politeness asking category frequently used by speakers in a conversation to express her wishes.

Another research by Susanti and Siregar [11] has found the type, form, and function of Japanese woman in using compliments. Data is taken from the manga Cardcaptor Sakura volume 3 to 5, written by CLAMP

manga writer group. Analysis found several types of compliments found in and the form of compliment used are adjectives. The reason Japanese woman give compliment to others is to express admiration of something positive that belongs to the listener.

However, there is little to no comprehensive study about language phenomena in case of speech act of Netizens reaction, especially for 2019 political year in Indonesia. The writer also wants to prove that some advising comments can be used as a good way to show our opinion and choice even if we are standing on the other side of the argument.

2. METHOD

This research used a qualitative approach by using the YouTube channel as the source of data. Note-taking was used to collect the data. The writer collects primary data that is derived from several comments on YouTube, specifically from Rocky Gerung's channel. Once the data is collected, it is classified into categories seen from its speech acts and its politeness. Some theories about speech act which are introduced by Searle [12], Yule [13], and Brown and Levinson [14] are used to analyze the data.

3. RESULT AND DISCUSSIONS

Generally, there are 5 types of speech act found in netizen's comments. Searle [12] and Yule [13] pointed out that those speech acts are declarative, representative, expressive, commissive, and directive. This research focused on the directive speech act and politeness strategy of netizen's comment in responding Rocky Gerung's polling.

3.1. Directive Speech Act of Netizen's Comment

The source of data is every comment of netizens on YouTube, specifically from Rocky Gerung's channel which consist the directive speech acts and politeness. The data show that most of the netizens gave some expressions in their comments. Here are the types of directive speech act of netizen's comments in responding to Rocky Gerung's polling:

3.2. Advising

Many reactions of netizens popped up in responding to Rocky Gerung's polling. Some people use the illocutionary act to express their advice. Look at the datum below!

1. @Syahrul Arul:

feeling saya mengatakan ada yang salah dengan ketokohan petahana terkesan dibesar-besarkan...tidak ada salahnya kita coba penyegaran dengan tokoh yang baru pula.

Translation:

my feeling says that something wrong with the

incumbent. Nothing wrong in trying to refresh with the new one.

2. @Dedi Hartoyo:

Saatnya kita tunjukkan berkampanye dengan sopan dan berpendidikan, tidak saling hina dan caci maki. #2019gantipresiden.

Translation:

let's show a very good campaign, polite and educated, no verbal abuse. #2019changeresident

3. @M. Hamzah:

Asal bukan Jokowi.

Translation :

As long as it's not Jokowi

4. @syafdarianti:

Mari kita tutup lembaran lama dengan jokowi, dan kita buka lembaran baru bersama PAS.

Translation:

Let's close the old page with jokowi and let's open the new page with PAS (Prabowo-Sandi)

5. @Viks taufik:

Sayang kepada KH maruf amin biar beliau tetap di jalan Allah. Jangan di politik.

Translation:

What a pity. To KH Maruf Amin, let him stay on his track (as ulema). But not in Politics.

6. @Dimas Saputra:

Biar Pak Jokowi jadi petugas Partai.

Translation:

Let Jokowi stays as the party functionary.

In the datum (1), the user advised to all netizens that this is the time to refresh with a new leader. The datum (2) shows the user advising all people to show a good, polite, and educated campaign with no verbal abuse. The user in datum (3) is speaking straight to the point. He advised to say no to Jokowi anymore. The netizen in datum (4) expressed his advice to say goodbye to yesterday with Jokowi and make a new day with Prabowo - Sandi. The user in datum (5) expressed his advice which is addressed to KH Maruf Amin. He advised KH Maruf Amin to stay in his role as Ulema. The netizen in datum (6) expressed his advice which is addressed to the President to just stay as the functionary of his party.

3.3. Politeness in Comments of Netizen

Most of the netizens broke the Principle of the politeness by writing an impolite comment on YouTube in responding to this polling. They used bad language or swear words the comment section. However, after analyzing the data, the writer found that polite or proper comments are used by some netizens. Look at the data below!

1. @Angga Akbar:

Indonesia butuh yang lebih baik.

Translation :
Indonesia needs someone better

2. @achmad ridok:
Muliakan Makruf Amin sebagai Ulama, Hormati Jokowi sebagai Presiden saat ini. Dan berilah kepercayaan pada pak Prabowo.....

Translation:
Bless Makruf Amin as Ulema. Respect Jokowi as the current President and have a trust in Prabowo (to lead this country).

Most people gave their expression in their comments to react to Rocky Gerung's survey. Nonetheless, some people still used their politeness in expressing their reaction toward Rocky Gerung's survey as stated in datum (6) and datum (7). In datum (6), the user used politeness by using a positive statement in his comment. The youtube user in datum (7) softens his comment by stating his honor to Maruf Amin and respect to Jokowi as the President.

4. CONCLUSION

This research investigates advising comments and polite comments which had been used by netizens in responding to polling of presidential-vp candidates on YouTube, specifically in Rocky Gerung's channel. There are several conclusions drawn from the findings and discussions in the previous part. As the result, it shows that some advising comments can be used as one of the alternative ways to communicate our political choice and it can be used to show a good intention in voicing our opinion and our choice in the election event, especially in *PEMILU* (Presidential Election) and *PILKADA* (Regional Election), even though we are standing on the other side of the arguments. For the conclusion, as a netizen, we ought to speak by incorporating the mentality of "speak a good word or remain silent" inherent to the Indonesian culture.

ACKNOWLEDGMENT

This research was supported by Universitas Indrapasta PGRI through the Research and Community Services Institution. We thank the Rector of Universitas Indrapasta PGRI, The Head of Research and Community Services Institution, and The Dean of Faculty of Language and Arts who provided us with the research funding. We also would like to say thank you to all who have helped us in providing the data for this research.

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