



Hashtags “*Begini tanggapan lesti*” (“Here’s How Lesti Responded”) in Viral News on Social Media: Discourse Analysis and its Implications in Indonesian Language Learning in Junior High School

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Abstract. *Purpose:* This study aims to describe the viral forms of hashtags “*Begini Tanggapan Lesti*” (“Here’s How Lesti Responded”) on Social Media and implications in Indonesian learning in junior high school. This topic was chosen because there has been no language research that analyzes hashtag discourse, namely “*Begini Tanggapan Lesti*” on social media. The focus of the research is not only discourse studies on news hashtags that go viral on social media but also the learning process of Indonesian in junior high schools. *Methodology:* This research uses qualitative descriptive methods, in the form of describing data, interviews, and observations. Data sources were obtained from social media TikTok, Instagram, Youtube and several news platforms. The data collection process by capturing a screen (screenshot) of an image, view and record. *Results:* The results of this study showed that there were three classifications found, namely: 1) news discourse related to the figure of Lesti shown data to (1), and (2). 2) humorous discourse is shown data to (3), (4), (5), and (6). 3) news discourse in the form of clarification from Lesti and Billar is shown data to (7), (8), (9) and (10). The subject of this study was Lesti Kejora, a teacher, and a class VIII A student at SMP Negeri 1 Teras. The results of observations and interviews of the Indonesian learning process in junior high schools have been based on social media. Discourse analysis in this study based on its content is classified into four, namely, political discourse, cultural discourse, social discourse and economic discourse. *Applications/Originality/Value:* As language reviewers, we must also be careful in using distillation, think more critically whether the terms we use can harm someone or not, and this research is also expected to be a reference in the next discourse study.

Keywords: hashtags · viral news · social media · language learning

1 Introduction

A hashtag is a string of characters in the form of a word, and is preceded by a symbol #. In addition, this hashtag also has no special provisions in its writing and must use lowercase or uppercase letters, for example #beginitanggapanLesti will be the same as

#BeginiTanggapanLesti so it is quite possible that the differences in the use of the letters have the same meaning [1]. According to [2] a hashtag is a series of words used to mark a topic that is being discussed by a general audience, this is so that users or subscribers of the content in question can easily search for the topic. In line with opinion [3] hashtags are a very strategic tool for promotion on social media. Building a promotional strategy that attracts readers or consumers is not easy. For this reason, hashtags that are interesting and easy for people to remember can be a strategic tool for the promotion of a product, or work on social media.

Social media as a place to spread news hashtags online. Social media as a means to document, disseminate, explore and appreciate writings or images that are used as content by creators in blogs, podcasts, news sites, talk shows, and videos. Social media is a means that supports social interaction between fellow humans in applying internet-based technology so that it can turn the communication process into an interactive dialogue such as creating a communication relationship between fans and writers. With the existence of social media, it has a good and bad impact on its users. [4], this social media has had a lot of positive impacts on users, namely as an information center, a means to express themselves, build friendships with relatives, friends and family, but the fact is that this social media also has a negative impact, namely the spread of many fictional or fake news.

This impact was also felt by Lestiani or who is often called Lesti Kejora became a hot topic after many news circulated that included Lesti's name. Lesti was born in Cianjur, West Java. Lestiani herself is the daughter of Endang Mulyana and Sukartini. Since childhood, this figure already has a talent for dangdut singing, since the age of 4 she has enjoyed singing traditional folk songs, at the age of 8 she began to follow the dangdut orchestra from stage to stage in his native area, accompanied by his father. His great strength to raise the dignity of the family, finally at the age of 14 she ventured to participate in a talent search competition. Lesti Kejora participated in the first season of dangdut music or often referred to as D'Academy 1 which was aired in 2014 yesterday by the Indosiar television station. In 2015 Lesti also participated in the prestigious dangdut music event at the ASIA level or called D'Academy Asia 1, she won 2nd place in the dangdut event. In 2015 this became the forerunner of Lesti to get the first award, "SCTV Music Awards 2015 'Kejora' The Most Popular Song and The Most Popular Newcomer". "Inbox Awards 2015 nominated for 'Kejora' Most Inbox Dangdut Song". The year 2015 became the forerunner year of various achievements and awards received by Lesti Kejora and is still growing today. At the beginning of 2022, precisely in February, Lesti also dominated the awards in the Kiss Award 2022 event, with the categories "Hot Mama Terkiss", "Singer Dangdut Wanita Terkiss", "Fans Indosiar Terkiss", "Netizen Darling Terkiss", "Pasangan Baper Terkiss", "Wedding Terkiss" and many more series of awards won by Lesti Kejora to date.

The many awards won by Lesti Kejora are the result of his work and also the amount of cooperation between Lesti Kejora fans. The figure who is known for her distinctive dangdut bending, simple appearance, humble, close to family and also friendly to people around is the reason why Lesti Kejora has many fans, not only Indonesians but also foreign people. Her career is also growing day by day. Now in addition to being a Singer,

Lesti also has a business in the form of beauty products, being a presenter, YouTuber, LIDA 2020 judge until now, and Endorsements.

The number of bruisers of Lesti’s figure is also widely used by some news account owners to include her name in every news they write. This is so that the news written by these individuals is interesting to read. These news stories vary from news that has something to do with Lesti, humorous news that has nothing to do with Lesti, and some clarification news from Lesti regarding the news that is being discussed on her behalf. This is in accordance with the opinion [5], the wider community must have idols who will influence the way of thinking, the way of looking and behaving. Public figures (artists) by using social media can establish good communication with their fans, it can also provide a platform for haters to blaspheme public figures [6]. [7] in applying social media, this is also one of the motivations for the means of showing self-existence. The use of words in using social media is also the main key to whether a person can be a good example or vice versa [8]. This is also in line with the opinion of [9], ethics in social media will affect the level of concern for language. Everything in social media such as hashtags, humor, memes, responses, ideas, these are very easily spread because of the internet access or supportive networks. Here is one of the discourse analysis data in this study (Fig. 1):

Discourse analysis of the hashtag “*Begini Tanggapan Lesti*” (Here’s How Lesti Responds). In the science of discourse analysis there is a building element, according to [10] the internal element of discourse is a formal aspect that has a relationship with each other in a language, this element consists of (1) words and sentences, (2) text and context, this element is interconnected and fused to form a discourse. While the external element is an element that exists outside of language but is not explicitly visible, this element also serves as a complement to the whole discourse, the external element of this discourse consists of implicature, presupposition or presupposition, reference, inference, and context.

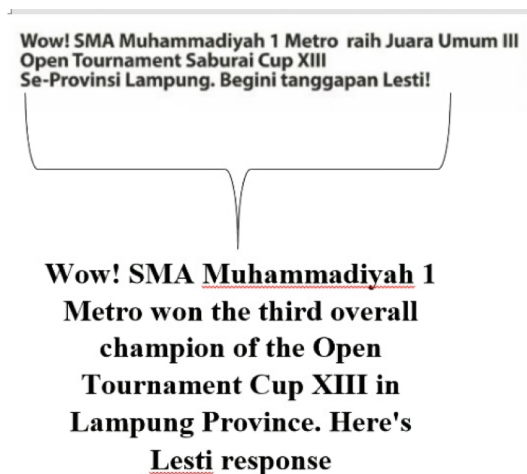


Fig. 1. Illustration of research data

The development of communication media or what is often referred to as social media is able to increase human resources and have a good and even bad impact on the field of education [1, 11–13]. The use of social media for learning will also support the effectiveness, activeness, creativity of students, the urgency of discourse study research on hashtags “*Begini Tanggapan Lesti*” what went viral on social media from February to August 2022, the first is that there has not been a discourse study related to the news hashtag about Lesti Kejora. The second is to provide references for news writers to be more careful in writing news. The third is for us language reviewers, as language reviewers must also be careful in using distillation, think more critically whether the terms we use can harm someone or not, and the fourth is to explore in depth the learning process of Indonesian at SMP 1 Teras and this research becomes a reference material in the next discourse study.

Based on the background presented by the author above, the formulation of the problem in this study is to describe the forms of discourse analysis of viral hashtags “*Begini Tanggapan Lesti*” on social media and implications for Indonesian learning at SMP Negeri 1 Teras.

2 Literature Review

2.1 Theoretical Review

1. Definition of discourse

Discourse etymologically comes from Sanskrit, namely *wac/wak/vak* which means “to speak” or “to say”. The word *ana* that is in the back is a very meaningful form of suffix (nomination). The word *ana* then becomes a discourse word that has the meaning of speech, while in terminology discourse has a very broad meaning. The breadth of the meaning of this discourse has the scope of study disciplines, namely language studies, psychology, sociology, politics, communication and literature. So that this discourse belongs to a whole and complete unit of language.

2. Context of discourse

The context of discourse is a form of language form that is contextual, interpretive and communicative [14] and [15]. The term can interpret that in the use of language must recognize dialogically and there needs to be an ability to interpret, and understand the context or situation in which the discourse occurs. According to [14], context is the situation or setting for a communication to occur. This context itself is the cause or reason for the occurrence of a dialogue or conversation.

3. Internal elements of discourse

The internal elements of discourse consist of units of words or sentences, texts and cortex to become a whole language unit the four internal elements will be related and merge to form the discourse. (1) Words and sentences. The word is one part of the sentence. Sentences themselves are always interpreted as an arrangement consisting of several words that combine into one so as to form a perfect sense and intonation. (2) Text and Context of discourse. In the written tradition, as we know that a written text is

monologue or noninteraction whereas in oral discourse this is a dialogue of interaction between speakers and speech partners. So that in this context, a text can be interpreted as a manuscript, which is a kind of writing material that contains certain material, such as manuscripts of lecture materials, speeches, or others. So the difference between the two terms lies solely in terms of the path of use. Two traditions of understanding emerged in the field of linguistics, namely linguistic analysis of texts and analysis of discourse. Linguistic analysis of the text focuses on the object of study in the form of formal forms of language, namely vocabulary and sentences. Meanwhile, in this discourse analysis, the object of study must include an analysis of the context in which a speech occurs between speakers and speech partners. A text is a text that is parallel, coordinative, and has a connection or continuity with other texts.

4. External elements of discourse

The external element of discourse is the outer element that forms the discourse so it is usually not explicitly visible. The external elements of this discourse are outside the lingual language. The function of this external element of discourse is as a complement to the integrity of the discourse. The external elements of this discourse consist of implicatures, references, inferences, contexts, and prepositions. (1) Implicature [16], implicature is a speaker's speech that implies another meaning but is not expressed directly (an expression that contains an explicit meaning). In other words, this implicature is the intention of the spoken speech, desires, or expressions of the hidden heart of the speaker. In discourse, this implicature means an utterance that involves or structurally serves as a bridge/chain that connects the spoken, the meaning with the implied. (2) Presupposition is the common ground between the speaker and the listener (author or reader) behind an act of speech. (3) References. A reference is information that is used as a reference or reference or source to emphasize a statement. References consist of endophorous references and exophoric references. (4) Inference. Inference in the field of discourse is a process that must be carried out by the reader to understand a meaning that is literally not contained in the discourse spoken by the speaker or author. The word inference can also be called inference or a conclusion.

5. Forms of discourse analysis based on content

According to [14] states that the form of discourse analysis based on content is divided into seven of them, political discourse, social discourse, economic discourse, cultural discourse, military discourse, military discourse, legal discourse and criminality, as well as sports and health discourse. However, this article will only describe four forms of discourse, namely: (1) Political discourse is a discourse that contains internal conflicts in the political sphere [14] In line with opinion [17], the purpose of this political discourse is to convince the listener and attempt to adjust in a verbal atmosphere. (2) Social discourse is a discourse related to social life (3) Economic discourse is a discourse related to the business and economic world (4) Cultural discourse is a discourse related to habits, traditions, life attitudes and activities of daily life.

2.2 Relevant Research

Based on previous literature studies, the researcher found research that was relevant to the topic in this study, but the research focus was different, including a journal with the title “*Analisis Wacana Kritis Berita Online Kasus Penipuan Travel Umrah (Model Teun A. Van Dijk)*”, this journal is written by Riri, Erizal, and Syahrul from Padang State University. The focus of the research is to uncover the macro and micro structure in the online news of umrah travel fraud cases in Indonesia [18]. Other journals entitled “*Analisis Wacana Kritis Fairclough Pada Pemberitaan Selebriti Di Media Daring*” where this journal is written by Nani and Rengganis from Padjadjaran University, the focus of this research is critical discourse analysis in revealing the ideology of a celebrity news on social media [19]. The other journal is entitled “*Diksi dalam Wacana Humor Indonesia Di Media Sosial (Diction in Indonesia Humor Discourse On Social Media)*”. The journal is written by Hari, Atiqah Dan Ali from Muhammadiyah University of Surakarta. The focus of the research is to describe the discourse of humor on social media facebook [20]. The next journal titled “*Kognisi Sosial Dalam Proses Analisis Wacana Kritis Model Van Dijk Pada Buku Motivasi*”. This journal was written by Febrina Yusar, Sukarelawati, and Agustini Universitas Djuanda Bogor. The focus of the study is to analyze the critical discourse of social cognition with the Van Dijk model device [21].

Another journal titled “*Muatan Pendidikan Karakter dalam Wacana Humor Covid-19*”. This journal is written by Pangesti, Markhamah and Rahmawati from Muhammadiyah University of Surakarta. The research focus explores and describes the value of character education in Covid-19 humorous discourse on social media [22]. Other journal entitled “*Relationship of Ambiguity and Character Education Covid-19 Humor Discourse*”. The journal is written by Pangesti, Markhamah, Rahmawati and Sabardila from Muhammadiyah University of Surakarta. The focus of the study describes the meaning of ambiguity in the humorous discourse of Covid-19 [23]. Journal entitled “*Setyo Novanto Sebagai Meme Internet: Analisis Dimensi Mimetik Di Youtube*”. The journal is written by Rohmah and Kusuma from Muhammadiyah University of Surakarta. The focus of the research is knowing the construction of Setya Novanto’s internet meme messages on Youtube with a three-dimensional analysis of memes [24]. Journal entitled “*Implicature of Public Service Advertising Discourse and Pragmatic Implication on Electronic Media*”. The journal is written by Rahmawati, Prayitno, Huda and Rahmawati from Muhammadiyah University of Surakarta. Research focuses on the implicature of public service advertising, pragmatic implications and implementation of the electronic media community [25].

Other journals titled “*Kampanye Hitam Pilgub DKI 2017: Analisis Wacana Van Dijk Pada Meme di Media Sosial*”. The journal was written by Gunawan Saleh of Abdurrah University. The focus of the research is to analyze the discourse in memes related to the DKI Jakarta Regional Election [26]. Other journals titled “*Analisis Wacana Kritis Berita Konflik Di Media Ambon Ekspres dan Siwalima*”. The journal was written by Muhammad Iqbal Husein, and Marno Wance of Pattimura University. The focus of this research is to analyze the critical discourse of news conflicts in the Ambon Ekspres and Siwalima media which are also identified in macrostructures, super cultures, microstructures and social contexts. Another journal titled “*Analisis Wacana Feminisme Dalam Teks Berita Tabloid Nova*”. The journal was written by Nabila Syifa Anggraini from the Surakarta

State Islamic Institute. The focus of this study was to analyze the discourse of women’s reporting in news texts in the tabloid Nova [27]. Another journal titled “*Celebrity Entrepreneur Endorsement and Advertising Effectiveness*,” the journal is written by Mazzini, Rosidah, Rozita, and Halimahton of Mara University of Technology Malaysia. The focus of research is to uncover the influence of celebrity popularity as an endorsement in the advertising world [28]. Journal entitled “*Pengaruh Karakteristik Selebriti Endorser Terhadap Minat Beli Melalui Kesadaran Merek Hotel di Instagram*”, the journal is written by Nadya, Ciakrawita, and Jokom. The focus of this research is to reveal the influence of celebrity endorser personalities on Instagram on the high low buying interest of consumers as hotel users [29].

Journal entitled “*The effectiveness of celebrity endorsement in aspiring new celebrities: Examining the effects of brand, congruence, charisma and overexposure*” the journal was written by Octavio, Filipe, and Diego of the Universidade de São Paulo. The focus of this study was to analyze the effectiveness of celebrity endorsements to implement or increase the popularity of new celebrities [30]. Journal entitled “*Implementasi Pengembangan Materi Ajar Interferensi Leksikon Inggris ke dalam Bahasa Indonesia Berbasis Media Komunikasi Elektronik Youtube*” this journal was written by Indah Isti Widyatama, Abdul Ngalim and Markhamah from Muhammadiyah University of Surakarta. The focus of this study is to identify English to Indonesian inference and the implementation of *Youtube-based* teaching material development [31].

From previous research, the authors created a renewal study with a research focus on analyzing the viral discourse of hashtags *Begini tanggapan Lesti* on social media, and its implications for Indonesian learning at SMP Negeri 1 Teras. This is the difference between the focus of this study and previous research.

3 Method

The type of research used is descriptive qualitative. Descriptive qualitative is a type of research that describes phenomena on data systematically. The data collection process is carried out by searching for hashtags “*Begini Tanggapan Lesti*” on social media then in screenshots (screen captured). The total number of data found was 40 data, but in this study 10 were taken as samples. The data that has been collected is further reduced and 10 data are taken as samples. After being reduced, the data is analyzed and grouped into several points based on their contents, namely political discourse, cultural discourse, social discourse, and economic discourse. The topic in this study was chosen by researchers because there was no discourse analysis study related to news hashtags that included the name of an artist who was going viral on social media a few months ago, namely Hashtag “*Begini Tanggapan Lesti*”. The data used in this study are in the form of images (Screenshots), and text and forms of implications in language learning. Indonesia at SMP Negeri 1 Teras. The research time was carried out from September to October 2022. The source of this research data is social media *Instagram*, *TikTok*, *Youtube* and several online news platforms. The object of study is in the form of hashtags “*Begini Tanggapan Lesti*”, and the subject of his research is Lestiani, the owner of a news platform and SMP Negeri 1 Teras which serves as a place to observe the implications of Indonesian learning at the school. At SMP Negeri 1 Teras which is a

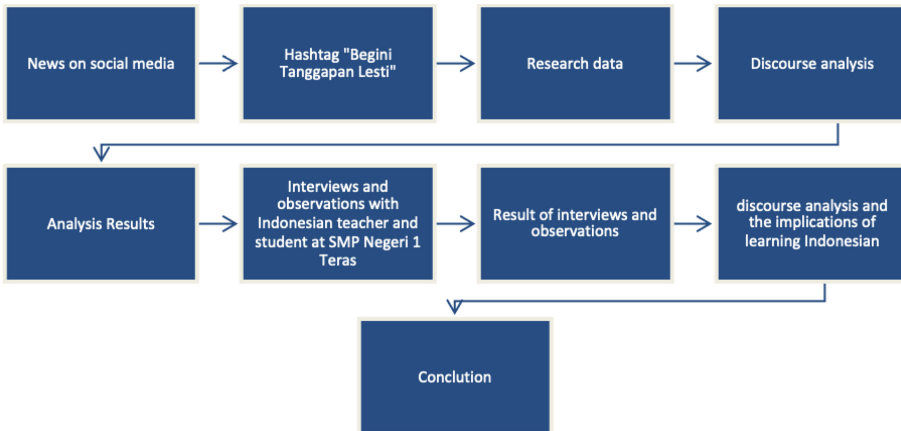


Fig. 2. The diagram illustrates the basic process of conducting research in this article.

place for observation and interviews related to the implementation of learning Indonesian the author took the subject of research in class VIII A. Number of teachers Indonesian in SMP Negeri 1 Teras there are 3. 1 is in grade 7, 1 is in grades 7 and 9 and 1 is in grades 7 and 8. The urgency of the author choosing an observation place at the school because there are still many Indonesian learning processes that are still awkward. Here's the research design in this article:

Illustration of the data reduction process or data sorting technique, the narrowing of the number of analyses in this study can be seen from Table 1. The illustration in Table 1 shows that the 1st to 7th data is a news discourse related to Lesti Kejora because the news presented is in accordance with the facts and life of Lesti Kejora. The 8th data to the 33rd data show humorous discourse.

An illustration of the number of samples in this study can be seen in Table 2. The 1st and 3rd data, -4, -5-6 are categorized as economic discourse because of the element of using the name Lesti which has many fans, this is to cause an attraction to read the news circulating. The 2nd and 10th data are categorized as social and cultural discourses because the news discourses presented are in accordance with Lesti's habits and social attitudes. The 7th data shows social discourse because it corresponds to the social conditions that Lesti is experiencing when the viral news hashtag that carries her name is "*Begini Tanggapan Lesti*". The 8th and 9th data show political, economic and social discourse because it has a whole thing and complex news.

4 Result and Discussion

The study of discourse analysis in this article focuses on describing hashtags "*Begini tanggapan Lesti*" on social media and implications in Indonesian learning. Lesti Kejora or whose real name is Lestiani has so many fans, even not only the Indonesian people, many foreign people also idolize this melodious-voiced female figure. Besides his melodious voice, he is also a role model who has a soul of responsibility and is very hardworking to raise the dignity of his family.

Table 1. Data Population

Data	Title	Data Source	Description
1.	Again and again, He and Rizky Billar Have to Deal with the Police, Here’s Lesti’s Response	KapanLagi.com	News hashtag related to Lesti Kejora
2.	“Here’s Lesti’s Response” Meme Viral, Here’s How Lesti Kejora Responds	HAI.ONLINE.COM	
3.	Her Pregnancy is in the Spotlight, Here’s Lesti Kejora Response	Merdeka.com	
4.	Lesti Kejora Can’t Go Home on Eid This Year, Here’s Lesti Response	TribunSumsel.com	
5.	So Debate, Here’s Lesti response when She Became the Fifth Most Beautiful Woman	Merdeka.com	
6.	About Turn 13, Here’s Lesti Response	NewsSiang.com	
7.	Allusion Has Not Been Taken Care of Since Baby L Was Born, Rizky Billar crumpelet Face Is Again in the Spotlight, Here’s Lesti Kejora Response	GridPop.ID	
8.	Music Industry Affected by Pandemic, Here’s Lesti Response	KapanLagi.com	
9.	If Rizky Billar wants to add children, Here’s Lesti Response	<i>Youtube</i> TRANS7 OFFICIAL	
10.	Here’s Lesti Response to up-to-date Boyband NCT’s Comeback on Indonesian TV	Bola.com	News hashtag not related to Lesti (Humorous discourse)
11.	Aurellia JKT48 reportedly finished getting a haircut, Here’s Lesti response	TribunJekety	

(continued)

Table 1. (continued)

Data	Title	Data Source	Description
12.	Excited! There is an easy way to increase sales, Here's Lesti response.	<i>Instagram@Exalearn</i>	
13.	Excited, JAYA BARU can Cash & DP Credit up to 0% Here's Lesti Response	<i>Instagram@jayabaru_seluler</i>	
14.	PLN Synergizes SD and Digital Culture To Increase Customer Satisfaction. Here's Lesti response	<i>Instagram @plntulungagung</i>	
15.	Excited! Launching satay many new menus, here's Lesti response	<i>Instagram @sateh.id</i>	
16.	ARF gallery attracts visitors at the beginning of Ramadan, Here Lesti response	<i>Instagram @galeri_arf</i>	
17.	A young man dares to change his appearance in the Barbershop, Here's Lesti Response	<i>Instagram @babershop_bre</i>	
18.	Wow! SMA Muhammadiyah 1 Metro won the third overall champion of the Open Tournament Cup XIII in Lampung Province. Here's Lesti response	<i>Instagram @smamuh1metro</i>	
19.	Rakamin again opens a free UI/UX class with limited slots. Here's Lesti response	<i>Instagram @rakaminacademy</i>	
20.	There are more UI/UX Designer job vacancies, Here's Lesti' response	<i>Instagram @rakaminacademy</i>	
21.	Many are left behind because they have not been able to work. Here's Lesti response	<i>Instagram @rakaminacademy</i>	

(continued)

Table 1. (*continued*)

Data	Title	Data Source	Description
22.	Many fresh graduates have the wrong major and want to shift careers. Here’s Lesti Response	<i>Instagram @rakaminacademy</i>	
23.	Airing Tomorrow! Episode 1 of Kosten babeh series 2 is only a day away, here’s Lesti response	<i>Instagram @shockfilmid</i>	
24.	Wow! In Klaten there is a rice bowl of this kind starting from 12 thousand servings! Here’s Lesti response	<i>Instagram @better_rice</i>	
25.	This helmet went from very dusty and dirty to something like this. Here’s Lesti response	<i>Instagram @nevelandco</i>	
26.	A motorcycle wash claims to be able to recolor the motor body. Here’s Lesti response	<i>Instagram @nevelandco</i>	
27.	Excited! Ramadan sale of the creation of the glorious earth, Here’s Lesti response. Mojokerto residents curious	<i>Instagram @loetjkie_kurniawan</i>	
28.	Excited, Jefri Nichols Debates With Netizens, Here’s Lesti response	MEDIA.BLITAR.COM	
29.	NCT Many members, this is Lesti response about this Korean Boygroup under SM Entertainment	<i>Youtube TribunSumsel.com</i>	
30.	Jefri Nichole VS Keanu boxing in the ring, score 3 k.o Here’s Lesti response no 3 makes us shocked!	TribunSumsel.com	

(continued)

Table 1. *(continued)*

Data	Title	Data Source	Description
31.	Pak Bas's hat is the target of netizens, Here's Lesti Kejora response	Pejabat.Publik.com	
32.	Viral!!! This outfit is sold cheaply Here's Lesti response	<i>Tiktok</i> @FashionMurah	
33.	<i>One Piece 1044: Gear 5 Luffy Full Spoilers officially shown, the newly appeared Nika Here's Lesti response</i>	<i>Tiktok</i> @RIN	
34.	Fahmi and Una were caught embracing each other after the bAhhAgia concert Here's Lesti response	<i>Tiktok</i> @frisfris8	
35.	Leslar magnets make Indonesia sleek2 Here's Lesti response!	<i>Tiktok</i> @GESRECK	Clarification from Lesti Kejora
36.	Ramadan With Leslar E2: Exclusive!! Lesti Answers About "Lesti's Response"	Youtube "Leslar <i>Entertainment</i> "	
37.	Crowded "Here's How Lesti Responds" Memes, Lesti Kejora: I've Never Talked About Anything. EXPERTS FROM ALL EXPERTS	MEDIA PEMALANG	
38.	Here's How Lesti Responds, Lesti Kejora: No Lesti Response.	Jurnalmakassar.com	
39.	So this is Lesti response when asked for Lesti response by her husband regarding Lesti's response where Lesti's response was not to respond to anything.....	<i>Instagram</i> @rizkybillar	

(continued)

Table 1. (continued)

Data	Title	Data Source	Description
40.	Lesti’s Name Went Viral on Social Media with the Hashtag “Here’s How Lesti Responded” ¹ MORNING CELEBRITA (01/04/22).	Youtube TRANS7 Lifestyle	

4.1 Discourse Analysis

Discourse analysis in this study describes intrinsic elements, extrinsic elements, discourse contexts, and groupings seen from the content of each data discourse. The following is the data analysis in this study:

The headline in the news is *Nama Lesti Viral di Medsos dengan Tagar “Begini Tanggapan Lesti”*. Data 1 of this study is shown in Fig. 3. The quote in Fig. 3 contains internal, external elements and the context of the discourse. The context of the discourse, the large number of news that included the name Lesti, made this woman who had a distinctive dangdut bend shocked the public with the circulation of hashtags “*Begini Tanggapan Lesti*”. Related to this, Lesti himself does not mind, as long as it does not harm himself, his family and people around him. The internal elements of discourse analysis are words, sentences, texts and contexts. External elements of discourse are implicature, presumption, reference, and inference. The words and sentences in data 2 are discourses *Nama Lesti Viral di Medsos dengan Tagar “Begini Tanggapan Lesti*” it shows a connection related to Lesti’s life with the news discourse that circulates. This is proven by the existence of the sentence *Nama Lesti Viral di Medsos* and the word *dengan Tagar “Begini Tanggapan Lesti”*. The text in this discourse is a meme *dengan Tagar “Begini Tanggapan Lesti”*. And the context of this discourse is *Nama Lesti Viral di Medsos*. Meanwhile, the external element of the news discourse above shows that there is an implicature, namely, explicitly the news reveals how viral Lesti’s response was on social media. The element of presumption, Lesti’s background that has many fans, is used by the owner of the news platform, so that the news presented is able to attract readers, especially for Lesti fans. The reference in this news discourse is the hashtag “*Begini Tanggapan Lesti*”. The inference in this news discourse is to show the relationship between news and hashtags “*Begini Tanggapan Lesti*” This shows that there is indeed a certain intention of the owner of the news platform. This is because the owner of the news with Lesti’s name aims to attract readers, so it can be said that data 1 in Fig. 2 shows a strong discourse, and when viewed from the content includes economic discourse.

Data 2 of this study is shown in Fig. 4. The quote in Fig. 4 shows the internal elements of discourse analysis, namely words, sentences, texts and context. Words and sentences in data 2 are the discourses *Lesti Kejora tak bisa pulang kampung pada lebaran tahun ini, begini tanggapan Lesti* it shows the connection between the news discourse circulating and Lesti’s life. This is evident in the context of the news with Lesti’s response. The

Table 2. Data Sample

Data	Title	Data source	Description
1.	Lesti's Name Went Viral on Social Media with the Hashtag "Here's How Lesti Responded"! MORNING CELEBRITA (01/04/22)	<i>Youtube</i> TRANS7 Lifestyle	Economic discourse
2.	Lesti Kejora Cannot Return Home on Eid This Year, Here's Lesti response	TribunSumsel	Sosial discourse and cultural discourse
3.	About Turn 13, Here's Lesti response	NewsSiang	Economic discourse
4.	Many are left behind because they have not been able to work. Here's Lesti response.	Instagram @rakaminacademy	
5.	Excited! There is an easy way to increase sales, here's Lesti response.	Instagram @Exalearn	
6.	Excited! Launching satay many new menus, Here's Lesti response	Instagram @sateh.id	
7.	Ramadan With Leslar E2: Exclusive!! Lesti Answers About "Lesti response"	Youtube "Leslar Entertainment"	Sosial discourse
8.	Crowded "Here's How Lesti Responds" Memes, Lesti Kejora: I've Never Talked About Anything. EXPERTS FROM ALL EXPERTS	MEDIA PEMALANG	Wacana politik, sosial, dan wacana ekonomi
9.	Here's How Lesti Responds, Lesti Kejora: No Lesti Response.	Jurnalmakassar.com	Wacana politik, sosial dan wacana ekonomi
10.	So this is Lesti response when asked for Lesti's response by her husband regarding Lesti's response where Lesti's response was not to respond to anything.....	Instagram @rizkybillar	Wacana sosial, dan wacana budaya.

text in this data 3 is *Lesti Kejora tak bisa pulang kampung pada lebaran tahun ini* (Lesti Kejora cannot return home on Eid this year). And the context of the text is *Begini tanggapan Lesti*. Data 2 shows news discourse. News headlines *Lesti Kejora Tak Bisa*

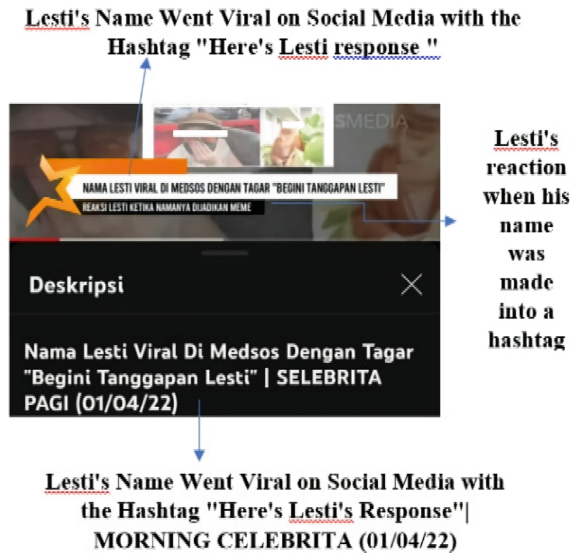


Fig. 3. There is a connection between the news and Lesti.

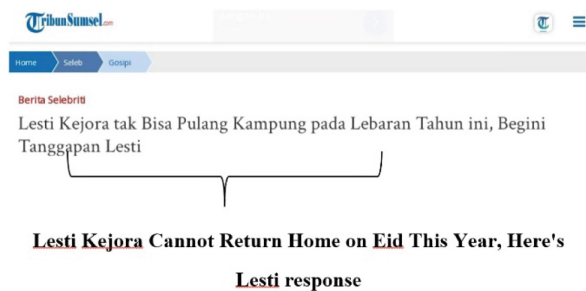


Fig. 4. There is a connection between the news and Lesti.

Pulang Kampung Pada Lebaran Tahun Ini, Begini Tanggapan Lesti. External elements of discourse include implicature, presumption, reference, and inference. The implicature in the news discourse above implies that Lesti hopes that families in Cianjur will still be given health, the second intention is that Lesti will go home after Eid, etc. The presumption in the news discourse above is the news that reveals the reason why Lesti cannot return to his home area during Eid in 2022. The references are *Lesti Kejora tak bisa pulang kampung pada lebaran tahun ini*. The inference in the news discourse shows that there is a connection between the news that is circulating and the hashtag *Begini Tanggapan Lesti*. When viewed from isiya, this news discourse is included in social discourse and cultural discourse because it is related to Lesti's social life.

Headlines in the news *Tentang Tikungan 13, Begini Tanggapan Lesti*. Data 3 of this study is shown in Fig. 5. The quote in Fig. 5 shows that there is a news discourse that contains internal, external elements and the context of the discourse. The context



About Turn 13. Here's Lesti

Fig. 5. There is no connection between the news and Lesti's response.

of this news discourse is the virality of the hashtag "*Begini Tanggapan Lesti*" much highlighted by various social media and made it the subject of jokes and hooks in various news stories that had nothing to do with Lesti. The goal is only to promote the news to make it interesting to read, especially for Lesti fans. Internal elements of discourse analysis are words, sentences, texts and contexts. Words and sentences in this data 4 are Discourses of *Tentang Tikungan 13, Begini Tanggapan Lesti* it shows the absence of a link between the news discourse and Lesti. The discourse is merely humor. The text in that data 3 is *Tentang Tikungan 13*. And the context of the text is *Begini Tanggapan Lesti*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The news implicature explicitly reveals what's interesting about turn 13 that it can be juxtaposed with the hashtag *Begini Tanggapan Lesti*. The element of presumption, Lesti's background that has many fans, is used by the owner of the news platform, so that the news presented is able to attract readers, especially for Lesti fans. The reference in this news discourse is the hashtag "*Begini Tanggapan Lesti*", as news of turn 13 awaits Lesti's response. This inference in news discourse shows that there is no connection between news and hashtags *Begini Tanggapan Lesti* this is proof that there is a certain intention of the owner of the news platform to include Lesti's name in his news. So that based on its content, it includes economic discourse because it is related to economic problems.

Data 4 of this study is shown in Fig. 6. The quote in Fig. 6 shows the context of the discourse, the internal element of discourse analysis and the external element of discourse. The context of this news discourse is the virality of the hashtag "*Begini Tanggapan Lesti*" much highlighted by various social media and made it the subject of

**Banyak yang ditinggal ayank
karena belum dapet kerja.
Begini tanggapan Lesti**

Many are left dear because they have
not been able to work. Here's Lesti
response

Fig. 6. There is no connection between the news and Lesti' response.

jokes and hooks in various news stories that had nothing to do with Lesti. The 4 data shows the discourse of news hashtags. News headlines *Banyak yang ditinggal ayank karena belum dapet kerja. Begini tanggapan Lesti*. The internal elements of discourse are words, sentences, texts and contexts. The words and sentences in data 5 are discourses of *Banyak yang ditinggal ayank karna belum dapet kerja Begini tanggapan Lesti* there is no connection between the discourse in the news and Lesti, in the discourse there is also a word whose form is not standard like the word *ayank*, and *dapet*. The word *ayank* popular with the meaning of lover. The default form is *sayang*. While the word *dapet* the default form is *dapat*. The text in this data 4 is *Banyak yang ditinggal ayank karena belum dapet kerja*. The context of the text is *Begini tanggapan Lesti*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature of the news explicitly reveals that many were abandoned by their lovers when they were in disarray, many were left by ayank when they were in school, many were left by ayank because they were still in college etc. The presumption of Lesti’s background, which has many fans, is used by the owner of the news platform, so that the news presented can attract readers, especially for Lesti fans. The reference in this news discourse is the hashtag *Begini tanggapan Lesti*. Inference Inference in this news discourse shows that there is no connection between news and hashtags *Begini Tanggapan Lesti* this is proof that there is a certain intention of the owner of the news platform to include Lesti’s name in his news. So that based on its content, it includes economic discourse because it is related to economic problems.

Data 5 of this study is shown in Fig. 7. The quote in Fig. 7 shows that there is a context of discourse, an internal element of discourse analysis and an external element of discourse. The context of this news discourse is the virality of the hashtag “*Begini Tanggapan Lesti*” much highlighted by various social media and made it the subject of jokes and hooks in various news stories that had nothing to do with Lesti. The 5 data shows the discourse of news hashtags. By the news headline as *Heboh! Ada cara mudah untuk meningkatkan penjualan, Begini tanggapan Lesti*. The internal elements of discourse are words, sentences, texts and contexts. Words and sentences in data 5 are discourses *Heboh! Ada cara mudah untuk meningkatkan penjualan, Begini tanggapan Lesti* it shows the absence of a link between the news discourse and Lesti. The discourse is only as a humorous discourse and to increase the trust of business customers. The

**HEBOH! Ada cara mudah untuk
meningkatkan penjualan,
Begini tanggapan Lesti**

Selasa, 12 April 2022



**Excited! There is an easy way
to increase sales, Here's Lesti's**

Response

Fig. 7. There is no connection between the news and Lesti’s response.

text in data 5 is Yammer! There are easy ways to increase sales. And the context of the text is *Begini tanggapan Lesti*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature in the news contains another meaning, namely, there are difficulties in increasing sales, there are several stages that must be passed in increasing sales, there are offers of special ways that must be done in increasing the selling value of a good or service. The presumption of Lesti's background, which has many fans, is used by the owner of the news platform, so that the news presented can attract readers, especially for Lesti fans. The reference in this news discourse is *Ada cara mudah untuk meningkatkan penjualan*. This inference in news discourse shows that there is no connection between news and hashtags *Begini Tanggapan Lesti* this is proof that there is a certain intention of the owner of the news platform to include Lesti's name in his news. So based on its content, it includes economic discourse because it is related to economic problems.

Data 6 of this study is shown in Fig. 8. The quote in Fig. 8 shows the existence of a discourse context, an internal element of discourse analysis and an external element of discourse. The context of this news discourse is the virality of the hashtag "*Begini Tanggapan Lesti*" much highlighted by various social media and made it the subject of jokes and hooks in various news stories that had nothing to do with Lesti. The 6 data shows the discourse of news hashtags. By news headline *Heboh! Sateh launching banyak menu baru, Begini Tanggapan Lesti*. The internal elements of discourse are words, sentences, texts and contexts. The words and sentences in data 7 are discourses of *Heboh! Sate launching banyak menu baru, Begini Tanggapan Lesti* it shows the absence of a link between the news discourse and Lesti. The discourse is only as a humorous discourse and to increase the trust of business customers. The text in the data is *Sate launching banyak menu baru*. And the context of the text is *Heboh!*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature in the news contains another meaning, namely, there are difficulties in increasing sales, there are several stages that must be passed in increasing sales, there are offers of special ways that must be done in increasing the selling value of a good or service. The presumption of Lesti's background, which has many fans, is used by the owner of the news platform, so that the news presented can attract readers, especially for



Fig. 8. There is no connection between the news and Lesti



Fig. 9. Lesti clarification regarding the news that included his name.

Lesti fans. The reference in this news discourse is *Heboh! Sate launching banyak menu baru*. This inference in news discourse shows that there is no connection between news and hashtags *Begini Tanggapan Lesti* this is proof that there is a certain intention of the owner of the news platform to include Lesti’s name in his news. So that based on its content, it includes economic discourse because it is related to economic problems.

Data 7 of this study is shown in Fig. 9. The quote in Fig. 9 shows the existence of a discourse context of intrinsic elements of discourse analysis and external elements of discourse analysis. The context of this news discourse is the virality of the hashtag “*Begini Tanggapan Lesti*” much highlighted by various social media and made it the subject of jokes and hooks in various news stories that had nothing to do with Lesti. The 7 data shows Lesti’s clarification. Heading *Ramadan With Leslar E2: Eksklusif!! Lesti Menjawab Mengenai “Tanggapan Lesti”*. The intrinsic element itself consists of words, sentences, text and context. Words and sentences in data 7 are discourses *Ramadhan with Leslar E2: eksklusif!! Lesti menjawab mengenai “tanggapan Lesti”* it shows a connection related to Lesti’s life with the news discourse that circulates. In the discourse, Billar and Lesti provided related clarifications about the viral tagline “*Tanggapan Lesti*”. The text in data 7 is *Ramadhan with Leslar E2: eksklusif!!*. And kon the text of the text is *Lesti menjawab mengenai “tanggapan Lesti”*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature in the news contains another meaning, namely that Lesti has not given an answer to the news that was circulating before. In addition to Lesti’s background with many fans, Lesti’s attitude and personality, Lesti’s silence when asked for a response also attracted the interest of the general public, and was used as a news hashtag on social media. Inference, in this youtube content is to show the relationship between the subject matter of the language and the hashtag “*Begini Tanggapan Lesti*” This shows that there is indeed a certain intention of the owner of the news platform. This is because the owner of the news puts Lesti’s name in order to attract the interest of readers, so it can be said that data 7 in Fig. 9 shows a strong discourse, and when viewed from the content including social discourse.

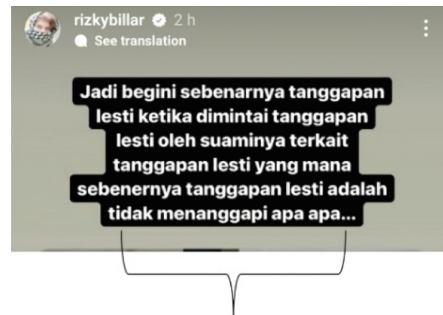
Data 8 in the study is shown in Fig. 10. The quote in Fig. 10 shows Lesti’s clarification. News headlines *Ramai Meme “Begini Tanggapan Lesti”, Lesti Kejora: Saya Engak Pernah Ngomong Apa-apa*. The citations in data 8 indicate the context of the discourse,



Fig. 10. There is a relationship between discourse and Lesti's response.

the intrinsic elements of the discourse and the extrinsic elements of the discourse. The context of this discourse is the virality of the hashtag “*Begini Tanggapan Lesti*” much highlighted by various social media and making it a joke and linking in various news stories that have nothing to do with Lesti, Lesti began to try to provide an explanation that there was no Lesti response regarding the news hashtag that was circulating on social media. Lesti's message regarding the hashtag that includes his name, should not harm any party. Intrinsic elements of discourse are words, sentences, texts and cortex. The words and sentences in the 8 data are the discourse *Ramai meme Begini Tanggapan Lesti, Lesti Kejora: Saya enggak pernah ngomong apa-apa* it shows a connection related to Lesti's life with the news discourse that circulates. In the discourse, Lesti provided clarification regarding hashtags *Begini Tanggapan Lesti, Pakar dari Segala Pakar* actually in the clarification Lesti claimed that “*saya enggak pernah ngomong apa-apa*” (I never talk about anything), from the discourse, it shows that there is indeed no response from Lesti regarding the news circulating. The text in that data 8 is *Ramai meme Begini Tanggapan Lesti* and *Pakar dari Segala Pakar*. The text of the text is *Lesti Kejora: Saya enggak pernah ngomong apa-apa*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature in the news gives the intention that Lesti begins to give restrictions to give a response, Lesti gives the freedom to include his name in the news on the condition that it does not harm any party etc. In addition to Lesti's background with many fans, Lesti's attitude and personality, Lesti's silence when asked for a response also attracted the interest of the general public, and was used as a news hashtag on social media. Inference, this news shows a strong discourse because of the connection between the hashtag and the news that is currently circulating. And when viewed from the content, it includes a very complex discourse, namely entering political, economic, and social discourse.

Data 9 in this study is shown in Fig. 11. The intrinsic elements of discourse itself consist of words, sentences, texts and cortex. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. This data 9 shows Lesti's clarification. News headlines *Viral Begini Tanggapan Lesti, Lesti Kejora: Tidak ada Tanggapan Lesti*. The quote in Fig. 11 shows that there is a context of discourse, an intrinsic element of discourse analysis and an extrinsic element of discourse. The words and sentences in data 9 are discourses *Viral begini tanggapan Lesti, Lesti Kejora: Tidak ada tanggapan Lesti* it reinforces data 9 which states “*Saya enggak pernah ngomong apa-apa*”. The text in this data 9 is *Lesti Kejora: Tidak ada tanggapan Lesti*. The text of the text is *Viral begini tanggapan Lesti* The implicature in the news means that Lesti's



**So this is actually Lesti
response when asked for Lesti
Response, which actually Lesti
response was not responding
to anything.....**

Fig. 11. Lesti’s clarification regarding news hashtags that included his name.

response to previous news that made the public interested, Lesti began to provide restrictions to provide responses, Lesti gave freedom for content creators to include their names in the news on the condition that it did not harm any party etc. In addition to Lesti’s background with many fans, Lesti’s attitude and personality, Lesti’s silence when asked for a response also attracted the interest of the general public, and was used as a news hashtag on social media. This inference on data 9 is strong evidence that a few months ago, news about hashtags *Begini Tanggapan Lesti* viral on social media. This data also shows a strong discourse because of the connection between hashtags and news that is currently circulating. And when viewed from the content, it includes a very complex discourse, namely entering political, economic, and social discourses.

Data 10 in the study is shown in Fig. 12. The title of the news quote in Fig. 12 shows that there is a context of discourse, an intrinsic element of discourse analysis, and an experiential element of discourse analysis. The intrinsic elements of discourse itself are words, sentences, texts and cortex. The words and sentences in the 10 data are discourses *Jadi begini sebenarnya tanggapan Lesti ketika dimintai tanggapan Lesti oleh suaminya terkait tanggapan Lesti yang mana sebenarnya tanggapan Lesti adalah tidak menanggapi apa-apa...* it emphasizes data (7), (8), data (9) which states the absence of Lesti’s response regarding various news that is going viral. The text on this 10 data is *Terkait tanggapan Lesti yang mana sebenarnya tanggapan Lesti adalah tidak menanggapi apa-apa....* Kon the text of the text is *Jadi begini sebenarnya tanggapan Lesti ketika dimintai tanggapan Lesti oleh suaminya*. Meanwhile, the external elements of discourse are implicature, presumption, reference, and inference. The implicature in the news gives the intention that the discourse also shows that the contribution of Billar as Lesti’s husband in responding to the news that is circulating, in other words, should be *Begini Tanggapan Billar* not *Begini Tanggapan Lesti*. Because every time he meets the media Billar is the one who gives a lot of responses, while Lesti is mostly silent. In addition to Lesti’s background with many fans, Lesti’s attitude and personality, Lesti’s



Fig. 12. Clarification from Rizky Billar regarding news hashtags that include Lesti’s name.

silence when asked for a response also attracted the interest of the general public, and was used as a news hashtag on social media. This inference on data 10 is also strong evidence that a few months ago, news about hashtags *Begini Tanggapan Lesti* viral on social media. This data also shows a strong discourse because of the connection between hashtags and news that is currently circulating. And when viewed from the content, it includes a very complex discourse, namely entering social discourse.

4.2 Implication of Indonesian language Learning at SMP Negeri Teras

Implications in Indonesian learning at SMP Negeri 1 Teras. SMP Negeri 1 Teras in class VIIIA with KI3 (Core Competencies of Knowledge) understands knowledge (factual, conceptual, and procedural) based on its curiosity about science, technology, art, culture, related phenomena and events that seem real. KD 3.1 (Basic Competence 3.1) identifies the elements of the news text (boasting and motivating) that are heard and read. KD 3.2 (Basic Competencies 3.2) Examines the structure and language of the news texts (boasting and motivating) that are heard and read. KI4 (Core Competencies of skills) try, examine and reason the concrete realm (using, parsing, stringing, modifying, and creating) and the abstract realm (writing, reading, calculating drawing, and composing) according to that learned in school and other similar sources in point of view/theory. KD 4.1 (Basic Competence 4.1) summarizes the content of the news (boasting and motivating) that is read and heard. KD 4.2 (Basic Competence 4.2) presents information data in the form of oral and written news by paying attention to structure, language, oral aspects (pronunciation, intonation, mimics, and kinesic). The objectives at the end of the learning in accordance with the KIKD are (1) identifying the elements of the news text that are heard and read correctly. (2) examine the structure and language of news texts that are heard and read appropriately. (3) summing up the content of the news read and heard in full. (4) present information data in the form of written and oral news texts

by paying attention to structure, language, or oral aspects (pronunciation, intonation, mimics, kinesics) interestingly.

With the times, the learning process must also develop, one of which is by using social media in the learning process, this is so that students do not get bored of learning using books. The process of implementing Indonesian learning at SMP Negeri 1 Teras has been based on social media. Students are allowed to open mobile phones in the learning process that really need to access the material via social media. But there are still restrictions on using a mobile phone. However, the process of teaching teachers at SMP Negeri 1 Teras is quite unique, it is said to be unique because the Indonesian teacher who teaches class VIII A never delivers student material when in class directly told to do the questions in the package book that has been provided by the school. This often makes students bored.

In this study, the authors focused on discourse analysis of news hashtags. This is in accordance with the material Indonesian class VIII semester I on KIKD 3.1, 3.2 and 4.1, 4.2. With news text material. In using, parsing, stringing, modifying, writing, inferring, and developing news texts should pay attention to the structure, linguistic aspects of speech (pronunciation, intonation, mimics, and kinesic). Learning Indonesian, which is one of the complex subjects, will not be able to be conveyed properly if the learning process is still racing on students. Indeed, every curriculum update requires a student-centered learning process, but this student-centered meaning, not all materials are delegated to students. Teachers still have the responsibility to be facilitators for students in the learning process. The learning process of Indonesian which also contains other knowledge is very complex so that it really requires teachers who are also competent in developing learning media, learning strategies and learning tools.

5 Conclusion

Based on the results of research and discourse studies on viral hashtags “*Begini Tanggapan Lesti*” on social media this shows that there are various forms of discourse in the news that have an impact on the news writer, Lesti and for the products offered in the news discourse. Lesti himself does not mind this as long as it is still within a reasonable realm and does not harm any party, this statement is proven in the data (7), (8), (9), and (10) Lesti Kejora is indeed a figure who has so many fans. Not only the Indonesian people, many foreign people also idolize his figure, this is because of his figure that deserves to be an example. With the research on the Virality of hashtags “*Begini Tanggapan Lesti*” on social media this provides a lesson that we as language researchers must be careful in using language distillation, rethinking whether the language we use can harm others, the environment and even harm ourselves or not This research is also expected to have an impact or implication in the learning process Indonesian. Indonesian which is classified as a science that contains many other sciences.

This is quite a difficult task for a Language teacher so that the material can be delivered properly. Indonesian itself is one of the sciences that contains material that easily provides saturation for students, for example, reading, listening, listening and speaking. This must be handled properly by the teacher Indonesian so that every learning goal that has been designed is able to run well. The development of the times, also

demands the development of learning media. The use of interesting learning media will also have a positive impact on students and vice versa. For this reason, there is a need for innovations in the use of learning media Indonesian one of which is by utilizing social media.

The use of social media is very much in line with the material in Indonesian, whether in the form of text, audio or audiovisual. However, the use of social media in this learning process must also be limited. With this research, the author hopes that the learning process of Indonesian at SMP Negeri 1 Teras with this news text material can develop well.

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