



Directive Speech Acts in Najwa Shihab's YouTube Dialogue and Their Relevance to Indonesian Teaching Materials in Junior High Schools

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Abstract. The purpose of this study is to relevantize the directive speech acts in Najwa Shihab's YouTube dialogue entitled *Ngobrolin Kebocoran Data, Gaya Hedon Polisi, Pro Kontra BBM Naik* (Talking about data leaks, Police Hedon Style, and Pros and Cons of Fuel Rise) on the learning of persuasion texts containing suggestions, solicitations, and directions. The method used in this study is descriptive qualitative, researchers use this method to examine speech data in verbal form, analyze it, and group it into descriptive forms. In this study, the form of directive utterances of commands, requests, prohibitions, recommendations, and solicitations was found. The conclusion of this study is that the form of directive speech acts on YouTube shows can be used as teaching materials for learning Indonesian language, especially persuasion texts. This research is considered relevant for use in learning Indonesian texts, namely about persuasion texts in class VIII at the junior high school level. In the learning process, educators can make language teaching more relevant by analysing the linguistic traits seen from linguistic markers such as the words 'don't', 'should', and 'please'.

Keywords: Directive Speech Act · Learning · YouTube

1 Introduction

A directive speech act focuses on the intent or meaning of an action [1]. Pragmatic Science studies meaning in relation to the context of language. Context and identity are considered factors that can influence pragmatic competence. This means that the speaker's style and behavior may change depending on these factors [2]. When analyzing pragmatics, we need to understand the context in which it occurs [3]. By understanding the context of speech, we can fully understand the purpose of communication. This is in accordance with the mission of national education which aims to develop skills and shape the character of the nation's civilization that is valuable and educates the nation's life [4]. Good communication skills are indispensable for conveying ideas, intention or feelings to others. Therefore, if a person has the ability to speak well and correctly, then the

message conveyed by the speaker will become easily accepted by the language partner [5]. Human speech in forming sentences, has a context and structural patterns for a group of people living in a region. The properties that make up the essence of language involve language as a system of symbols that are sound, arbitrary, productive, dynamic, diverse, and humane. Language has an important function for humans, especially the function of communication. That is, if we want to say something, all of it can be communicated through language. Direct speech acts are formed when imperative clauses conventionally serve to hold something back, interrogative clauses ask questions, imperative clauses rule, imperative clauses plead, then speech acts are formed (direct speech) [6].

It is very difficult to separate human beings from language because language is the main tool that serves to facilitate human social relations in everyday social life. Pragmatics makes language the object of study in communicating with directed language. These utterances can be actions or products of verbal actions [7]. The use of demanding speech acts is accompanied by the use of polite devices, for example how to ask for something without feeling disturbed or humiliated [8]. Humans shape language into components based on a structured set of systems and make language a complex communication tool for communities of people to communicate. Speech act events are social symptoms and speech acts are individual symptoms whose course is determined by the linguistic ability of the speaker to deal with certain situations [9]. When delivering speech, both the speaker and the person addressed must pay attention to the current situation. The actual speech act event can be seen by the speaker and listeners as well as the author and reader [10]. A speech situation is a situation or circumstance that produces a utterance. The occurrence of speech is due to the situation that supports the occurrence of the utterance. The context of speech is also related to the function in a speech act. It is also explained that a speech act is an action that is indicated in words [11]. An effective and efficient communication process will not go well if the interlocutor does not understand the speaker's language [12]. A language community is a group of people who use the same language to know and think about themselves. Practical experience shows that the language used always occurs as one or more acts of speech [13].

The use of language in everyday life often gives rise to misconceptions that information and the intent of speech are not conveyed correctly [14]. Therefore, one must understand that the meaning and intent of the language spoken by the interlocutor, and be able to understand not only what the speaker is saying, but also the context in which the utterance is used. Indonesian has a great influence on the use of technology. The language used in everyday life is the use of language in social networks, which affects how people can interact more freely. One of them is the use of the well-known social network that is YouTube, which also brings many positive factors. Social media is familiar to some people, especially those who are familiar with social media. One of the advantages is that many people and groups have become famous so that they are enthusiastic in uploading videos to YouTube. Many people also make videos on social media so that they become vloggers and Youtubers. The success of a YouTuber is usually measured by the number of subscribers.

Directive pragmatics can be languages with a variety of non-imperative linguistic structures (other sentence structures) in which there is an imperative meaning. It is called pragmatics because it requires not only an understanding of linguistic elements,

but also non-linguistic elements. Elements other than speech, as mentioned above, are the message, intent, and intent of the speaker's speech to the language partner [15]. The practical meaning of such verbal commands is largely determined by the context. The pragmatic imperative consists of three sentence patterns namely (a) declarative sentences, (b) questioning sentence, and (c) sentences of desire. In the delivery of speech acts this usually occurs in a variety of ways. For example, by asking, commanding, and speaking. How it is used varies depending on needs, such as requesting information, providing information, or for the public good. Directive sentences have the nature of asking the interlocutor to do what the speaker commands or asks. A command speech act is one of the speech acts performed to enable a speaker to carry out a request, command, or direction from the speaker [16]. Speech acts that can be classified as imperative speech acts are speech acts of asking, commanding, inviting, and remembering [17].

The expression of the meaning of the directive in Indonesian is not determined by the arrangement of its imperative clauses, but rather by the context of the speech situation that accompanies, encloses, and underlies it. The functions of directive speech acts include speech acts, requests, advice, orders, prohibitions, motivations, approvals, permits, warnings, and suggestions [18]. An imperative sentence is a sentence whose content encourages the listener or the person listening to the sentence to respond in the form of the action or action requested [19]. In addition, command speech acts have an important role in everyday life. Directive utterances are easy to learn because language users expect action from their friends when using directive utterances. Speak in a way that can be used by the user of the language politely, or at least in a way that conveys the intent and purpose of the language so that it is easy to understand [20]. Using directive language allows language partners to better understand the meaning of the language or sentences conveyed by the interlocutor, facilitating the process of communication between speakers and language partners [21]. The command function is a nonverbal speech act function aimed at doing what the speaker asks to influence the behavior of the speaker [22]. The use of directive clauses also varies, it can be subtle calls for help, solicitations, and commands to perform or complete tasks [23]. Utterances that contain requests are the realization of sentences, especially sentences with their markers in the form of intonation [24]. Times have changed and technological advances are making things modern. Television shows are increasingly in demand to provide entertainment to the public. The Mata Najwa show, hosted by Najwa Shihab, received critical acclaim. There are many types of verbal sentences, one of which is directive sentences. Many people still believe that in spoken language, directive clauses are often pronounced in a high-pitched voice and can seem a little harsh [25].

Based on the description above, there is a thought to describe and explain the imperative sentences in the video dialogue on Najwa Shihab's YouTube channel and their relevance to teaching materials in junior high schools. The researcher concluded that there are several components of directive speech acts, including prohibited commands, appeals, and command speech acts. This research is expected to help readers understand the meaning of these words. This allows the speaker to do what the speaker wants and vice versa. The results of this study can be used to develop teaching materials to increase students' knowledge of directive speech acts that are closely related to language in persuasive texts.

2 Method

This research uses a descriptive approach that is qualitative. Qualitative research is defined to expose field data in the absence of engineering. Directive speech act research can be done orally or in writing. Through this method, the author intends to describe the imperative speech act on Najwa Shihab's YouTube dialogue. Qualitative research aims to deepen the understanding of human and social problems and explain about superficial realities such as quantitative research with the help of empiricism because the researcher interprets how the subject derives meaning from his environment and how that meaning can influence their behavior. The characteristics of qualitative research are that researchers need to know and understand the characteristics of qualitative research before conducting the research process. The source of the data in this study is the speech of dialogue between Najwa Shihab and the two speakers, namely Andovi Dalopez and Jovie Dalopez in the show.

The data collected in this study is primary data derived from linguistic units found on Najwa Shihab's YouTube shows. Obtain data by collecting data using observation techniques. Researchers listened to shows on Najwa Shihab's YouTube channel as the object under study. After listening, data is then collected using the engagement listening method and using advanced note-taking techniques. The free listening method is a method used by researchers to observe the use of the informant's language. The researcher did the listening by listening to the utterances contained in Najwa Shihab's video.

3 Result and Discussion

Speech activities as a form of communication events are not events that occur by themselves, but have a specific purpose and purpose, or can affect speakers. The use of imperatives is limited in situations where the speaker has some kind of power over the interlocutor. Pragmatics is the study of the actual use of language. The relationship between speakers and language partners in linguistics is examined by pragmatic studies. Pragmatics includes a discussion of deication, premises, speech acts, and conversational implications. The form of the pragmatic meaning of directive speech acts in the YouTube show obtained data, namely a number of six lingual unit data containing the pragmatic meaning of imperative speech acts. The six data are classified into five types of forms of pragmatic meaning of directive speech acts, including directive pragmatics, commands, pleadings, prohibitions, recommendations, and solicitations. The politeness of speech that expresses referential speech acts can be seen in the choice of words and nonverbal things that accompany the speech, and is based on the established principle of politeness.

The results of the study on the meaning of directive speech acts obtained one directive pragmatics, two prohibitions, one application, one suggestion, and one solicitation. As a result of the analysis carried out by researchers, it has been established that data on the practical semantic forms of imperative speech acts obtained, the majority use the form of pragmatic meaning of speech acts directives of commands, begging, prohibitions, recommendations, and solicitations. Of the five majority of data used in the speech act, researchers turned it into teaching materials Indonesian class VIII junior high school to support KD. 3.13

a. The Results of the Directive Pragmatic Meaning ‘Command’

Command is a word meaning (1) giving orders to something; (2) aba-aba. Instructions; (3) Rules of a particular party to do something.

Data 1:

Jovie: “...**dan e...coba ada yang ngecek deh!**” (and e... try someone to check it out!)

The above sentence was said by one of the performers in the YouTube show. The remarks were uttered by Jovie Dalopez as a performer to his team members to check the correctness of data showing that fuel subsidies have now risen to 500 trillion. Speech is spoken wisely and the voice is not too loud.

The speech was delivered by Jovie Dalopez as a performer to his team members. The sentence contains a imperative pragmatic speech act ‘**command**’ marked with utterances Marked with utterances “...coba ada yang ngecek deh!”. (try to get someone to check it out) The use of imperative sentences in the speech aims to emphasize the intention of the presenter/speaker when assigning tasks to his team who was behind the scenes of creating YouTube at the time. Therefore, as a form of civility can be classified as a form of imperative rule (Table 1).

b. The Results of the Directive Pragmatic Meaning ‘Forbidden/Prohibition’

The directive speech act of prohibiting is the action of the speaker on the speech partner so as not to do something the speaker does not want [26]. While discussing the Police Hedon Style and discussing the ‘ban’ on showing off luxury for members of the Police, Najwa Shihab asked one of the sources or performers in the show to read out a number of things that should not be done to give luxury to police officers and their families and the presenter explained as follows.

Table 1. Categories of Directive Speech Action Commands in YouTub Dialogue

Explicature	Lingual Marking	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
Dan e...coba ada yang ngecek deh! (And e... try someone to check it out!)	Particle markers e..., deh! Command intonation marker	<ul style="list-style-type: none"> • Pn here is Jovie • Mt is the behind-the-scenes team • Pn is talking about increasing energy subsidies • Pn instructs Mt to check the correctness of the data 	Command statement	<ul style="list-style-type: none"> • Pn less confident in the increase in energy subsidies that reached 500 T • Pn instruct Mt to provide a valid news source 	Pn subtly ordered Mt to provide a valid news source regarding the increase in energy subsidies.

Data 2:

Jovie: “**Tidak menunjukkan**, memakai, memamerkan barang-barang mewah dalam kehidupan sehari-hari baik dalam interaksi sosial di kedinasan maupun di area publik. Woo.. beban juga ya” (Not showing, wearing, showing off luxury goods in daily life, both in social interactions at work and in public areas. Woo.. it's a burden too huh)

The speech was spoken by a performer named Jovie Dalopez. This speech was conveyed to all people as well as loyal viewers of Najwa Shihab's YouTube shows and members of the National Police throughout Indonesia.

The speech delivered by Jovie Dalopez, the word ‘do not use’ is a sentence of the command ‘prohibition’ of use. The speech has a function as a prohibition so that members of the National Police and their families do not show off luxury in their daily lives both in official areas and in public areas. Directive utterances such as prohibitions are characterized by the expression “do not use” which means to prohibit speakers from doing something.

The presence of context in directive speech acts shows that directive speech acts not only prohibit members of the National Police from showing off luxury, but also include the families of members of the National Police from doing so. The use of the prohibition in the statement is intended to reinforce the speaker's intention to ban the individual concerned from the show (Table 2).

Data 3:

Andovi: “...data menjadi bagian dari hak asasi mereka, dan itu **nggak boleh** diperjual-belikan sama sekali.” (data is part of their human rights, and it **should not be** traded at all).

The speech was uttered by a performer named Andovi Dalopez. The remarks were delivered to the viewers of Najwa Shihab's YouTube show which was a ‘prohibition’ statement that in Western Europe data should not be traded because it is their human right.

The speech delivered by Andovi Dalopez, the word ‘must not’ is a sentence of the ‘prohibition’ order of use. This speech has a function as a prohibition so that the data of the Indonesian people does not leak or in other words, the country neglects to protect our data so that data leakage occurs. The use of the phrase imperial prohibition in both of the above statements is intended to affirm the intent of the speaker to give orders and prohibitions on the trading of information to relevant parties to any person and for any purpose (Table 3).

c. The Results of the Directive Pragmatic Meaning ‘Recommendation’

Referring to the explanation in the Big Indonesian Dictionary (KBBI), recommendations can be interpreted as invitations, suggestions, suggestions, or advice. On Najwa Shihab's YouTube show when he was discussing the simplicity of a General Hoegeng in the position he was sitting in at the time. Najwa Shihab said.

Data 4:

Najwa Shihab: “Dan itu tuh cerita-cerita yang menurutku harusnya jadi patokan polisi-polisi sekarang, bukannya malah dengan gagah konferensi pers.” (And those are the

Table 2. Categories Prohibition of Directive Speech Act

Explicature	Lingual Marketing	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
<p>“Tidak menunjukkan, memakai, memamerkan barang-barang mewah dalam kehidupan sehari-hari baik dalam interaksi sosial di kedinasan maupun di area publik. Woo.. beban juga ya” (“Not showing, wearing, exhibiting luxury items in everyday life both in social interactions in officialdom and in public areas. Woo.. burden also yes”</p>	<p>Particle markers woo.. Prohibitory intonation markers</p>	<ul style="list-style-type: none"> • Pn here is Jovie • Mt is a member of the National Police and family • Pn reading a ban on showing off luxury for members of the National Police and Family 	<p>Prohibition statement</p>	<p>Pn read out a sentence of rules made by the Chief of Police for members of the National Police and their families</p>	<p>Prohibit speech partners from showing off luxury in everyday life both in social interactions in the officialdom and in public areas.</p>

stories that I think should be the benchmark for the police now, instead of gallantly speaking at the press conference).

The above remarks were uttered by Najwa Shihab to the two speakers, namely Andovi Dalopez and Jovie Dalopez. Najwa Shihab conveyed the advice that should be done by the policemen today who should be modest in occupying their posts in both the highest and lowest positions.

The directive’s utterances as ‘**recommendations**’ are marked with the phrase ‘should be the benchmark of the policemen now’ which means the speaker advocates the story of simplicity of Jenderal Hoengeng as a benchmark for today’s police for a simple lifestyle. The use of imperatives in the above utterances is intended to reinforce the intent of

Table 3. Categories Prohibitions of Directive Speech in YouTube Dialogue

Explicature	Lingual Marketing	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
“.....data menjadi bagian dari hak asasi mereka, dan itu nggak boleh diperjualbelikan sama sekali” (“..... data is part of their human rights, and it shouldn't be traded at all.”)	Prohibitory intonation markers	<ul style="list-style-type: none"> • Pn here is Andovi • Mt is the state apparatus • Pn conveying policy facts regarding data abroad 	Prohibition statement	Pn expressing his opinion on data policy abroad which is a human right for the people there	Prohibit the state apparatus from trading data, because data should be a human right protected by the constitution.

speakers to advise law enforcement, especially the current police force, not to engage in a hedonistic lifestyle or deliberately expose personal items that do not actually need to be disclosed (Table 4).

d. The Results of the Directive Pragmatic Meaning ‘Begging’

The directive speech act of invoking is a polite and profound speech act with intent and words so that the speaker responds to the speaker's request. Among these directive speech acts, one utterance can be classified in the illocutionary aspect because this speech act reflects the speaker's intent only [27]. Najwa Shihab was discussing with his two sources and talking about the seven prohibitions of showing luxury to members of the National Police and their families and he delivered a speech.

Data 5:

Najwa Shihab: “*Jadi tolong masyarakat kasih tau ke kita, kasih masukan kalo ngeliat anggota Polri yang melanggar ini.*” (So please let the community know to us, give input if you look at members of the National Police who violated this)

The speech was delivered by Najwa Shihab who appealed to the public as speech partners to inform or give input if they see members of the National Police who violated the rules. Speakers pleaded with the public to provide information if they saw members of the National Police who were caught violating the rules in the form of speech in the form of a sentence asking for “help” (Table 5).

e. The Results of the Directive Pragmatic Meaning ‘Solicitation’

The directive form of speech act of this solicitation is demonstrated through the use of solicitation sentences [28]. Najwa Shihab is discussing with Jovie and Andovi and

Table 4. Kategori Anjuran Tindak Tutur Direktif dalam Dialog YouTube

Explicature	Lingual Marketing	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
<p>“Dan itu tuh cerita-cerita yang menurutku harusnya jadi patokan polisi-polisi sekarang, bukannya malah dengan gagah konferensi pers.” (“and those are the stories that I think should be the benchmark for the police now, instead of the press conference.”)</p>	<p>Recommended intonation markers</p>	<ul style="list-style-type: none"> • Pn here is Najwa Shihab • Mt is a police officer • Pn advocating that today’s police imitate the lifestyle of General Hoengeng 	<p>Prohibition statement</p>	<p>Pn advising the police to emulate the simplicity of a General Hoengeng in his lifestyle</p>	<p>Advocating that the police not show off the luxury of their possessions, and emulate General Hoengeng’s simplicity to his daily lifestyle.</p>

invites high school students to take part in a talent competition held by a company. Najwa Shihab said.

Data 6:

Najwa Shihab: “*Ayo kirimin video bakat ke Pocari gitu ya, bisa cek instagramnya Pocari*”. (Let’s send a talent video to Pocari, you can check Pocari’s Instagram)

The speech was delivered by Najwa Shihab in order to invite high school students to take part in a talent competition held by Pocari, the speech was delivered with an invitation sentence in the form of ‘come on’. The existence of the context contained in the directive speech shows that the directive speech act is not just to govern, but also to invite students to participate in the competition held by Pocari. The utterance is a directive speech that functions as a pregnant solicitation directive (Table 6).

In this study, directive utterances of orders, prohibitions, recommendations, requests, and solicitations were found. The directive utterances on the show in this study aim to emphasize the intention of the source/performer in giving a command to his team who was behind the scenes of making YouTube at the time. Jovie Dalopez’s directive of prohibition directive was delivered to members of the National Police throughout Indonesia

Table 5. Categories of Directive Speech Act Requests in YouTube Dialogue

Explicature	Lingual Marketing	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
“Jadi tolong masyarakat kasih tau ke kita, kasih masukan kalo ngeliat anggota polri yang melanggar ini.” (“so please the community tell us, give input if you look at members of the National Police who violated this”)	Intonation marker Pleading	<ul style="list-style-type: none"> • Pn here is Najwa Shihab • Mt is a society 	Prohibition statement	Pn advising the police to emulate the simplicity of a General Hoengeng in his lifestyle	Advocating that the police do not show off the luxury of their possessions, and imitate General Hoengeng's simplicity in his daily lifestyle.

Table 6. Categories of Directive Speech Act Solicitations in YouTube Dialogue

Explicature	Lingual Marketing	Nonlingual Signs (Who Pn and Mt are, Topics, Situations)	Maxim of Directive Politeness	Implicature	What TTD means
“Ayo kirimin video bakat ke Pocari gitu ya, bisa cek instagramnya Pocari.” (“let's send a talent video to Pocari, you can check Pocari's Instagram”)	Intonation markers Invite	<ul style="list-style-type: none"> • Pn here is Najwa Shihab • Mt are high school students • Pn invite Mt to participate in the competition activities held by Pocari 	Solicitation statement	Pn convey an invitation to all high school students to send talent videos to Pocari, and if lucky, they will be made as high school stars by Pocari	Invite high school students to participate in competition activities held by Pocari.

with the aim that members of the National Police and their families do not show off luxury in their daily lives both in official areas and in public areas. The directive delivered by Najwa Shihab aims to reinforce the intention of speakers in advising law enforcers, especially the police today, not to live a hedonistic lifestyle or deliberately flaunt personal belongings that do not actually need to be exhibited. The directive utterance of the petition was delivered by Najwa Shihab, pleading with the public as speech partners to inform or advise if they see a police officer who violated the rules. The last is the directive of invitation, in order to invite high school students to take part in a talent competition held by Pocari. The existence of the context covered in this utterance indicates that directive speech is not only made to order, but also invites participation in competitions organized by Pocari.

This study refers to Core Competency 3.13 of the Class VIII Secondary Level Learning Implementation Plan (RPP), which identifies various positive aspects of suggestions, invitations, directions, and considerations for real problems from persuasive texts (environmental, social) circumstances and/or cultural diversity) that are heard and read. Indicators of achievement of basic competencies Competencies infer the content of suggestions, requests, hints, musings on various positive aspects related to the real problems of the persuasive texts heard and read (environment, social conditions, and/or cultural diversity). The results of this study can be translated into teaching materials in the form of guides, including handouts that can be used in persuasion writing. With more students' knowledge of directives, it can improve the quality of students' writing in persuasion texts. This work has the advantage of enriching and developing literary works that focus on the field of pragmatics, especially directive speech acts. This research is beneficial and contributes to educational practice. This means that the results of this research will be used as teaching materials. In this case, the material of the persuasive text is made by showing students examples of instructions found in this study namely command sentences, prohibitory statements, suggestions, imperatives and imperatives. With the help of such work instructions, students can write persuasive texts according to the basic skills that have been established.

In this study, it was concluded that the types of directive speech acts in the video show included directive speech acts, prohibitions, recommendations, requests, and solicitations. Data on the practical semantic forms of imperative speech acts appear in the show, the majority using pragmatic meanings of directive speech acts of commands, pleadings, prohibitions, suggestions, and solicitations. The study of directive speech acts is related to the learning of persuasive texts, because when writing persuasive texts usually use directive speech to influence or invite. This research can be utilized in the form of handout material, including an introduction to directives that can be used in writing persuasive texts. With more students' knowledge of directives, it can improve the quality of students' writing in persuasion texts. The advantage of this work is to enrich and develop literary works with a pragmatic focus, especially directive oratorical works. Students can use the programming instructions included in the study to write persuasive texts with the basic knowledge provided.

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