

THE EFFECTIVENESS SENTENCE IN INSTAGRAM CAPTION OF POLITICAL FIGURE RIDWAN KAMIL

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Abstract

A political figure must pay attention to the sentence he uses in interacting by using effective sentences. The purpose of this research is to describe the effectiveness of sentence on instagram caption of a political figure that is Ridwan Kamil. The type of research used in this study is qualitative research. The method used is descriptive method. The Source of data was the caption of instagram taken using a screenshot of political figure Ridwan Kamil. The data were collected by identifying the effectiveness of sentences based on indicators of the effectiveness of a sentence. Selected indicators, parallel sentences, explanation sentences, and standard sentences. Based on the results of data analysis, it is known the number of sentences analyzed as many as 73 sentences, the use of effective sentences as much 36 sentence with 49.3% and the use of ineffective sentences 37 sentence with 50.8%.

Keywords: effectiveness, sentences, instagram, figure

Introduction

Indonesian as one of the languages in the world, has an important role in the life of the Indonesian nation (Pamungkas, 2012, p. 1). The Indonesian language learning process directs speakers to develop language skills that emphasize the basic competencies or abilities that must be possessed by someone. According to Taufina (2009), language has a central role in the intellectual, social, and emotional development of students and is the key determinant towards successful learning of all fields of study.

Characteristics of language can be expressed as a system, meaning that the language is formed by a number of components that are patterned permanently and can be assigned. Language is also systemic because it is arranged according to a certain pattern. Therefore, commonly called language is unique even though it is also universal (Kusumaningsih, 2013, p. 14).

Humans can convey ideas, opinions, expressions of feelings, and thoughts through a language. Submission of opinions, ideas, expressions of feelings, and thoughts can be delivered orally or in writing. Oral disclosure is not the same as written disclosure. With spoken language, humans immediately express their thoughts through speech. Whereas in written language, the expression of the sentence is written. However, oral and written disclosure must use effective sentences.

Sentence is the basic unit for people to communicate with others. Complete sentences have a complete structure too, the sentence structure consists of at least a subject and a predicate. In an effective sentence there are five important qualities, namely truth, clarity, unity, coherence and emphasis (Yu, 2017).

Effective sentences are sentences that correspond to linguistic rules. Linguistic rules consist of two, namely good and right language. In Indonesian language, the rule that forms the basis of effective sentences is the language that corresponds to Indonesian Spelling (EBI). Effective sentences are sentences that have the ability to generate ideas, convey messages, feelings, and are able to make the contents and intentions conveyed complete in the reader's mind. That is, effective sentences are sentences that can convey the message to the reader exactly what the writer wants to convey (Razak, 2000, p. 2; Nasucha, 2010, p. 22; Chaer, 2011, p. 63; Kusumaningsih, 2013, p. 57).

Effective sentences are sentences that are true, clear, and easily understood by the reader. Effective sentences use logical understanding in line with the right reasoning, sentences arranged to achieve the information power that the author wants the reader to read that is easily understood by the reader, and the types of sentences that can give certain effects in communication. The intended effect is the clarity of the information submitted by the author and can be understood by the reader. This is in accordance with what was disclosed by Marpaung, Nurlaksana, and Mustofa (2014), effective sentences must have the ability to generate ideas in the mind of the listener or reader as they are in the mind of the writer or speaker.

Effective sentences must fulfill grammatical provisions. This grammatical provision is one of the things that greatly influences whether the author's ideas can be conveyed well, clearly and strongly. If the form of the sentence that is born is not good, it means that the mind that produces the language is chaotic. The important thing to note in effective sentences consists of two parts. First, the accuracy of the message or the similarity of perception between the speaker / writer and the listener / reader. Second, the message to be conveyed should be conveyed clearly so that readers or listeners can receive the message appropriately (Azizah, 2015; Itaristanti, 2015).

Effective sentences have the following characteristics, namely a) language rigidity, b) completeness, c) cohesiveness and unity, d) parallelism or alignment of forms, e) assertiveness or emphasis in sentences, f) frugality in the use of words, g) clarity and h) variability in a sentence (Akhadiah, 2003, p. 116-117; Putrayasa, 2010, p. 54; Gani, 2012, p. 153).

Social media is a tool used to socialize with each other and be done *online*. The social media that are developing and much demanded by the public, include *Facebook*, *Twitter*, *YouTube*, blogs, vlogs, *Instagram*, and so on. By using social media, one is facilitated in communicating, participating, and sharing. Many use social media for personal and group interests, such as increasing knowledge, feeling up, getting new friends, or attracting the attention of the masses.

The rapid development of the internet requires the world of communication to follow the flow of these developments, as well as in political communication. Social media serve as an effective tool in the process of political communication, the communication that involves political messages and political actors. Political communication can be attributed to the political interaction between "who governs" and "those who are governed" (Budiyono, 2016).

A political figure needs a lot of mass to support his career. Many political figures use social media to interact with the wider community for their political interests. One medium that is often used is Instagram. Through this Instagram, people see what activities the political figure is doing. However, the use of sentences used by political figures must be in accordance with linguistic rules. The use of appropriate linguistic rules illustrates that the political figure has complied with the prescribed language rules. Although on social media, a political figure must pay attention to the sentence he uses by using effective sentences because indirectly a political figure has become a role model for some people. In addition, with the use of the rules that have been adjusted means the political figure has participated in preserving the language.

Based on the above problems, it is important to do research on the effectiveness of the sentence used by a political figure. In this case, the political figure studied was Ridwan Kamil. The analyzed data was obtained from caption Ridwan Kamil's personal Instagram. The research entitled "The Effectiveness of Sentences in Caption Instagram Political Figures Ridwan Kamil". The characteristics of effective sentences that are used as an indicator of analyzing the effectiveness of sentences in captions Instagram of political figures are as follows. *First*, sentence alignment. *Second*, the firmness of the sentence. *Third*, the rigidity of the sentence.

Some previous studies that are relevant to this research are. *First*, research conducted by Itaristanti (2015), entitled Keefektifan Kalimat Dalam Teks Pada Buku Pelajaran Ilmu Pengetahuan Sosial SD/MI. *Second*, research conducted by Nurhayatin, et.al. (2018), entitled Analisis Keefektifan Penggunaan Kalimat Dalam Karya Tulis Ilmiah Mahasiswa Pendidikan Guru Sekolah Dasar. Both studies have similarities and differences with this study. The similarity of the research with this research was that both researched the effectiveness of the sentence. Whereas differences are found, namely the object of research conducted. The first research object is the SD / MI Social Science textbook, while the second researcher is a scientific paper written by students of elementary school teacher education, while the research object is the researcher, namely the caption on the instagram of political figure Ridwan Kamil.

Methods

This type of research is qualitative research with descriptive methods. Qualitative descriptive research is one of the studies included in the type of qualitative research. This study aims to reveal an event or fact, phenomenon, circumstances, variables and circumstances that occur when the research takes place by writing the actual facts.

The approach used is the approach of content analysis. That is, all symptoms that appear or are obtained will be recorded as they are based on the existing reality. The data used in this study are words written by political figure Ridwan Kamil. The data is obtained in *caption* his personal Instagram. The researcher recorded and described the words written by Ridwan Kamil in his Instagram caption. These words are analyzed in the form of effective sentences and ineffective sentences.

The data collection technique used is to use the technique see and note. The required data are listened to or collected from data sources and then recorded in the research report. The sample selection was carried out by purposive sampling technique, namely determining the sample based on the desired goal. The data

collected were analyzed using an interactive analysis model, which consisted of data reduction, data presentation, and conclusion drawing/verification.

Results and Discussion

This research data was taken from the caption personal Instagram of political figure Ridwan Kamil. From these data, fifteen selected captions were taken as the samples. The selection of the fifteen captions is based on the analysis needed. The need for analysis is based on effective sentences and ineffective sentences. From the caption, 73 sentences were analyzed based on indicators.

Effective sentences are found in 36 sentences, while ineffective sentences are found in 37 sentences. The ineffectiveness is based on an indicator of analyzing the effectiveness of the sentence in the caption Instagram of Ridwan Kamil's political figure, as follows. *First*, sentence alignment. *Second*, the firmness of the sentence. *Third*, the rigidity of the sentence.

In terms of alignment, it can be seen from the sentence that has the same form or affix that is used by the political figure, such as the similarity of using affluent verbs, the next word also affects the. In terms of assertiveness, it is seen based on a protruding treatment on the main idea of sentences or denotative diction. Whereas in terms of sentences, only the use of the standard and non-standard words used by the political figure was examined.

The Effectiveness of Sentences Equivalent Aspect Caption on Ridwan Kamil's Instagram Judging from the of Parallelism

Parallels are similarities in the form of words used in written sentences. That is, a sentence is said to be parallel if in a sentence there are elements of the same degree, the same pattern or arrangement of words and phrases used in the sentence (Arifin, 2009). If an idea in a sentence with a phrase (group of words) then other ideas that are equal must be expressed with a phrase. If an idea in a sentence is stated with an affix (for example, the form, it means) then the other idea must be expressed in the same type. In terms of alignment found effective and ineffective sentences on caption Ridwan Kamil's Instagram. The effectiveness of the sentence can be seen in the following example.

In Indonesian:

- (1) *"Setelah nikmat dunia makan **jengkol dan petai** lanjut dihibur anak istri."*
- (2) *"Ronaldo bengong melihat messi berpeci **menendang** penalti dengan cetar **menggelegar**."*
- (3) *"**Studi dan survei** oleh Gallup Internasional akhir tahun 2017."*

In English:

- (1) "After the pleasure of the world, eating jengkol and petai is further entertained by the wife's child."
- (2) "Ronaldo was stunned to see Messi kicking a penalty with a shaking boom."
- (3) "Studies and surveys by Gallup International at the end of 2017."

In line with Arifin (2009) who said that parallels is the same word form written in a sentence. In the example sentence (1), (2), and (3) it is effective in terms of alignment. This can be seen from the alignment of the words used in the three examples. In examples (1) and (3) it is said to be parallel because in the phrase both do not use affixes. Likewise in the example (2), the phrase was said to be parallel because both use affixes *Me-*, such as kicking and jarring.

In addition to the use of effective sentences in terms of parallels, in captions Instagram political figures also have ineffective sentences. The ineffectiveness of the sentence in the *caption* can be seen in the following example.

In Indonesian:

- (4) *"Mari geng millennial, hidup pasti selalu ada masalah, tapi mari optimis dengan semangat **kerja, karya, dan terus berinovasi**."*
- (5) *Senangnya kalo ke pasar tradisional seperti di Pasar Jagasatru Cirebon siang tadi, kita selalu bisa **berdialog, tawar menawar atau ngerumpi** dengan pedagangnya langsung seperti ibu ini.*

In English:

- (4) "Let the millennial gang, life must always be a problem, but let's be optimistic about the spirit of work, work, and continue to innovate."
- (5) "It's a pleasure to go to traditional markets like in Pasar Jagasatru Cirebon this afternoon, we can always have dialogue, bargaining or huddling with the merchants directly like this mother"

These two examples, are not effective in terms of alignment due to the use of unequal additions. In the example (4), are not effective in terms of alignment due to the use of **kerja** and **karya** is not used but the word affixes are affixes innovation **berinovasi**. The sentence can be corrected by adding affixes *ber-*, so that it becomes *"Mari geng millennial, hidup pasti selalu ada masalah, tapi mari optimis dengan semangat **berkerja, berkarya, dan terus berinovasi.**"*

In example (5), the additions used have no similarities, so that the sentence is not effective in terms of sentence alignment. The sentence written by the political figure is *"Senangnya kalo ke pasar tradisional seperti di Pasar Jagasatru Cirebon siang tadi, kita selalu bisa **berdialog, tawar menawar atau ngerumpi** dengan pedagangnya langsung seperti ibu ini."* In this example, no similar or parallel phrases were found such as *"berdialog, tawar menawar atau ngerumpi"*. The benefits used in these examples vary. We recommend that the sentence be changed to *"Senangnya kalau ke pasar tradisional seperti di Pasar Jagasatru Cirebon siang tadi, kita selalu bisa **berdialog, bertawar-tawaran atau bergosip** dengan pedagangnya langsung seperti ibu ini."* The sentence can be said to be effective in terms of parallels because already have the same affix or equal position, namely add-in.

The results of previous relevant research, (e.g. Nurhayatin, et al. 2018), also found ineffectiveness of the sentence on the alignment aspect as much as 16.5%. In the study found inappropriate aspects of parallels include the alignment of meaning, form, accuracy of reasoning, and cohesion, there are still errors even though the numbers are few.

Effectiveness of Sentences Caption on Ridwan Kamil's Instagram Judging from the Firmness Aspect

Affirmation in the sentence is an effort to give accentuation, interest or concentration of attention to one of the elements or parts of sentences, so that the elements or parts of sentences that are affirmed get more attention from listeners or readers (Putrayasa, 2009) The effectiveness of the sentence onin *caption* Ridwan Kamil's Instagram terms of assertiveness is seen based on the specificity of the meaning in giving emphasis to the main idea of the sentence. Emphasis on a word will give the reader clear meaning. The effectiveness of the sentence can be seen in the following example.

In Indonesian:

- (6) *"Ziarah ke makam leluhur keluarga, Syekh Syarif Hidayatullah, Sunan Gunung Jati, Cirebon."*
- (7) *"Hari ini 7 Februari, Sungai Cikapundung di wilayah REGOL yang kumuh, kotor, banyak sampah sudah selesai direvitalisasi."*

In English:

- (6) "Pilgrimage to the graves of the ancestral family, Sheikh Syarif Hidayatullah, Sunan Gunung Jati, Cirebon."
- (7) "Today February 7, the Cikapundung River in the REGOL region is dirty, dirty, a lot of garbage has been revitalized."

In accordance with Putrayasa (2009) that assertiveness the sentence is focusing attention on one element or part of the sentence getting the attention of the reader or listener. In example (6) the political figure explained that he was on a pilgrimage to the graves of family ancestors. Then he was given confirmation that his ancestor was named Sheikh Syarif Hidayatullah, who lived in Sunan Gunung Jati, Cirebon. Likewise in example (7) the political figure explained that on February 7 the Cikapundung River in REGOL region which was known as slums, was dirty, a lot of garbage had been revitalized. Political figures emphasize that the area is slum, dirty, and a lot of garbage has been revitalized.

The words above are said to be firm because the words used are able to give certain emphasis or focus and give strong attention to the core to be conveyed. The word is said to be firm if the reader is able to understand and conclude his/her own reading. Characteristics of sentence firmness include the core of the sentence written in front of the sentence, gradual word order, word repetition, contradiction, and use of particles. In making the assertiveness of the sentence the writer must avoid abstract words, words with multiple meanings and long sentences. (Gani, 2012, p. 132; Khotimah, 2017).

In addition to the use of effective sentences in terms of sentence assertiveness, Instagram captions of political figures also have ineffective sentences. The ineffectiveness of the sentence in the caption can be seen in the following example.

In Indonesian:

- (8) *"Akan hadir 2 lokasi lagi untuk sistem ini untuk skala Kota Bandung."*
- (9) *"Selamat menikmati Hutan Kota dengan cara baru."*

In English:

- (8) "2 more locations will be present for this system to scale the city of Bandung."
 (9) "Enjoy the City Forest in a new way."

In the example (8), the phrase is not found in the example of decisiveness. The example above only describes two locations that will be present for the scale of Bandung City. However, the two locations were not confirmed. Likewise the example in (9), is not effective in terms of the specificity of the sentence. Political figures write that "*Selamat menikmati Hutan Kota dengan cara baru*". However, the sentence is not confirmed in what way to enjoy the city.

The effectiveness of Sentences Caption on Ridwan Kamil's Instagram Viewed from the Aspect of the Indonesian language spelling

Language used in the effective sentence is standard language, which is the language that matches the prevailing language rules. For example in terms of words, EBI, grammar, and terminology. In Indonesian, the reference to the word rigidity is the Monolingual Indonesian Dictionary (KBBI), the reference to spelling is Indonesian Spelling (EBI), the reference to grammar is the standard Indonesian grammar, and the terminology standard reference is the General Guidelines for Formation of Terms (PUI) (Gani, 2012, p. 153).

The effectiveness of the sentence on *caption* Ridwan Kamil's Instagram terms of the behavior is seen based on the use of the standard and non-standard words used by the political figure. The effectiveness of the sentence can be seen in the following example.

In Indonesian:

- (10) "*Saya diminta menjadi arsitek Masjid Raya di Sevilla, Spanyol.*"
 (11) "*Ini alternatif desainnya.*"

In English:

- (10) "I was asked to be the architect of the Great Mosque in Seville, Spain."
 (11) "This is an alternative design."

The example is the effectiveness in terms of sentences. In example (10) and (11) already use effective sentences based on the correctness of the sentence. The sentence is in accordance with the Indonesian standard of reference, namely Indonesian Spelling (EBI).

The sentence is said to be standard because the author uses capital letters at the beginning of the sentence, based on the provisions of capital letters, one of which is the capital letter used as the first letter at the beginning of the sentence. writing a standard word that is in accordance with the reference of the Monolingual Indonesian Dictionary (KBBI), and the use of punctuation marks, such as commas used to write names and addresses, place names, and regions or countries that are sequentially written. In addition, in examples (10) and (11) the author also uses a period at the end of the sentence (Gani, 2012; As'ad, 2016).

Even though there are sentences that are effective in terms of virtue. The ineffectiveness of sentences is also found in these behaviors. The example can be seen as follows.

In Indonesian:

- (12) "*Warga Bandung, sedang persiapan angkutan umum di Bandung cukup bayar via **hape aja**.*"
 (13) "***Gak** perlu berkartu-kartuan.*"

In English:

- (12) "Bandung residents, while preparing for public transportation in Bandung, just pay via cellphone."
 (13) "No need for cards."

The ineffectiveness of the sentences in examples (12) and (13) is seen based on the correctness of the sentences used by political figures. In example (12) the ineffectiveness of the sentence in terms of the sentences can be seen from the phrase "*hape aja*". The phrase "*hape aja*" is said to be ineffective because it is not in accordance with the reference to the word rigidity of the KBBI. The phrase should be changed to "*telepon genggam saja*". Likewise in example (13), the ineffectiveness of the sentence in terms of the sentences of sentences can be seen in the word "*gak*". The word "*gak*" is said to be ineffective because it is not in accordance with the reference to the word rigidity of the KBBI. The word should be changed to "*tidak*" because the word "*tidak*" is a standard word in the established Indonesian language norms.

The sentence is said to be non-standard because it is not in accordance with the rules of use of the predetermined word, the Monolingual Indonesian Dictionary (KBBI). Based on the results of previous

relevant research, (i.e. Nurhayatin, et.al., 2018), there is also ineffectiveness in terms of behavior. From these studies found the error in the use of effective sentences in student papers is the most use of sentence structure, spelling, and diction. According to Nurhayatin, the ability of students to use effective sentences in making papers on aspects of sentence structure, spelling, and diction is very low. This is due to low student's vocabulary mastery.

Conclusions and Suggestion

From the caption, 73 sentences were analyzed based on indicators. The sentence is in the form of effective sentences and ineffective sentences. Effective sentences are found in 36 sentences with a percentage of 49.3%, while ineffective sentences are found in 37 sentences with a percentage of 50.8%. From the data that has been obtained, it can be concluded that the percentage of the effectiveness of the sentence used by Ridwan Kamil's political figure is not significant. This can be proven by the same percentage difference between effective and ineffective sentences.

Based on the results of analysis using the three indicators, there are equally effective and ineffective sentence in the caption written by Ridwan Kamil in his personal Instagram. There are captions that have parallels, firmness sentences, and the Indoneisan language spelling. There are also captions that have no parallels, firmness sentences, and the Indoneisan language spelling.

A political figure should pay attention to the sentence he uses by using an effective sentence, because a political figure indirectly has become a role model for some people. In addition, the use of the rules that have been adjusted means the political figure has participated in preserving the language.

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