

Interpretation of State Minister of Youth and Sports and Indonesian President's Speech on the 2018 Asian Games in Social Media

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Abstract—The advanced technology development unconsciously makes people aware that every activity they do revolves around it. One of the most impactful things is language activity on social media. As widely known, in this multimedia era, social media plays an important role as the main means of communication. People are free to express the languages easily to produce many kinds of information. However, that information is not always interpreted well and accurately by other people or the readers. Therefore, someone should accordingly perceive the information from others' speech on social media so that the interpretation process undergone can be compatible with what the speaker means. Based on this phenomenon, this study aimed to describe the steps of speech interpretation which are: (1) references; (2) local interpretation and analogy; and (3) presupposition in netizen's speech on social media.

Keywords—*interpretation, speech act, social media.*

I. INTRODUCTION

Language is a means of interaction to deliver information such as ideas and constructs. The use of language is certainly to build interpersonal communication because without the existence of language, human will not advance in so many fields. Language and communication cannot be separated as communication is viewed as a process to create similarities and unity of thoughts between the sender and the receiver of the message. Thus, in communicating, the message conveyed should be delivered appropriately from the sender to the receiver, where the message can be transferred either directly by speaking or indirectly by writing.

One of the basic elements in communicating is how someone can speak eloquently. John Searle in [1] emphasized that someone with speaking or speech act skills should be able to comprehend and complete something using words which involves four important points: (1) simple sentences should produce discourse, (2) suggestion should exist, (3) it should bring up will or willingly action, and (4) it should exhibit persuasive action. Based on this theory, an expression or speech must be considered according to the speaking situation and context of the interlocutor because every utterance has meaning derived from a formula or action.

Related to speaking or language use, it is necessary to understand how the speech act happens nowadays. If considering multimedia era, social media are very widely utilized as dominant means of communication compared to face-to-face interaction. In this case, social media become suitable means for the people to convey any kind of information. Beside the freedom of expressing opinion, social media can be used anytime according to the situation and condition of the interlocutor and is not limited by distance and time. Social media are social networks which, up to these days, are actively used across generations. Indonesia is one of some countries with the most number of internet users, reaching 63 million people and 95% of them are more active in accessing social networking sites, broken down as: (1) the 4th place for the most Facebook users with 11, 65 million users (59% male and 41% female); (2) the 5th place for the most Twitter users with 29 million accounts; (3) around 700 thousand Path users; (4) 10 million Line users; and (5) 3,4 million Google+users [2]. These data will absolutely increase each year. Moreover, the existence of new social media such as Instagram will affect the use of social media as a favorite space to get or access personal and public information.

Status or message posted on social media will certainly invite various responds and speculations from other users. The utilization of social media provides freedom for people to express their ideas and ability to make use of them properly and responsibly. Rohmadi in [3] added that there is no limitation for the people and government to show their existence by actively involved in social media. It means, the information gained from social media is the result of the users' thoughts which are expressed openly, and other users are not prohibited to criticize or to respond positively. However, there are some who interpret the information lightly and trigger negative assumption, so this often affects the social system.

According to the explanation above, the ability to comprehend, analyze, and criticize information along with the development of technology can be deduced as the study of meaning [3]. Mainly in speech acts, study of meaning should relate to the study of pragmatic which requires in-depth interpretation. Thus, the relation between speech and interpretation is how someone's posting in social media can be apprehended well by the readers, with the consideration of references, interpretation, and presupposition.

The rest of this paper is organized as follow: Section II describes proposed research method. Section III presents the obtained results and following by discussion. Finally, Section IV concludes this work.

II. RESEARCH METHOD

The method used in this research was descriptive qualitative method to describe the data related to the formulation of the problems and the research objectives. The researcher was involved directly in interpretative processes to show the strategic, ethical, and personal problems [4]. The data were the utterances in the tweets from the twitter accounts of the youth and sports minister and the Republic of Indonesia's president sports minister and the replies from the netizens related to information about Asian Games 2018. The research objects were the interpretations of netizens towards the the youth and sports minister and the Republic of Indonesia's president tweets. The data collecting technique was documentation technique. This research used content analysis technique which described the structures and the contents and concluding the meaning by paying attention to the context [5].

III. RESULT AND DISCUSSION

A. Interpretation and Social Media

Social media become a complex paradigm related to its use. Looking at the quick advancement of technology, social media play an essential role in bringing out changes in one's behavior or personality in life. One of the paradigms in social media is people easily produce a text or delivered a short message towards the audience. Through internet network, social media will always be actively used for a diversity of needs. Correa et al in [6] mentioned that most of internet users in cyber space dominantly fix their eyes on social networking sites (SNS) or social media as a means of interaction with others. Furthermore, social media can also be a spot to share stories or experiences in form of instant message. This enables others to understand one's characteristics better because of the open privacy. Interestingly, social media users are dominated by adults [6]. Some of them even have more than one online account in order to broaden their network and to search for information.

Related to obtaining information, social media users or netizen will easily access the required information. High level of curiosity motivates them to search for information from many social networking sites like Facebook, Twitter, Instagram, and WhatsaRecently, there is frequently and widely discussed information which is the speech of the Minister of Youth and Sports Affairs (Menpora) and the President of Indonesia about *Asian Games 2018* in Indonesia. This grand Asian-level sports and arts event provokes special attention from certain groups of people. Many people and netizens make a comment as well as appreciate the achievements of the athletes. The presence of social media has a huge impact towards the delivery of these positive comments to the bigger public society.

The speech conveyed in status or sentences on social media wall by these influential figures gains more public attention. The position of the speaker will affect others' or listeners' interpretation level. If related to interpretative process, readers' or listeners' will try to predict what is being discussed or referenced by the speaker or writer in their speech [5]. However, this speech might not be fully understood by the audience since the interpretative process referring to something can only be wholly apprehended by the speaker. In creating the speech, the speaker may have certain references to generate ideas. Lyons in [7] emphasized that interpretative process does not only view how someone express by words, but also how someone acts by using the speech. Thus, the speech interpretation depends on which aspects that the analyzer pay attention to.

Speech is not merely interpreted by looking at one's references in producing a certain construct. It can also be done by viewing local interpretation and analogy. It needs to refer to related local and analogical context. Rohmadi in [8] argued that local interpretation only needs to involve the closest context, while the principles of analogy should comprehend the speech context based on readers' or listeners' previous experiences. Supporting this, Brown and Yule in [7] pointed out that local interpretation has some guiding principles so that the readers or listeners do not create a larger context and only construct a suitable description related to time, place, and participant. On the other hand, analogy has some principles which give clear outline to the readers or listeners for the interpretation since they must relate to the previous experience or existing things [7].

Speech interpretation can also be viewed from presupposition, which is the speech interpreted by concluding basic things including context and situation. Stalnaker in Brown and Yule in [7] stated that presupposition is a basic assumption commonly known by both the speaker and the readers or listeners. Based on this shared knowledge, interpretation process using presupposition will be easier to do without deep comprehension.

B. Speech Expression and Interpretation on Social Media

On of the most visited social network which become a sharing space for inspiration or information is Twitter. This research proved that there are speech expression and interpretation on social media, especially Twitter. The objects of this interesting discussion are speech expression of the Menpora, the President, and netizens who commented the publicly published information or text on the social media. For example, a post which is a status by the Minister of Youth and Sports Affairs (Menpora), Imam Nahrawi, about information and appreciation for Asian Games 2018 in Jakarta got 55 comments, 1274 retweets, and 2031 likes. The following table shows the comment in interpretative form.

TABLE I. SPEECH INTERPRETATION OF THE MINISTER OF YOUTH AND SPORTS AFFAIRS IN TWITTER

Inter-locutor	Speech Expression	Collocutor	Speech Expression
Menpora Imam Nahrawi (@imam_nahrawi)	"Yes, EMASS lagi. Fokus.Kosentra si...kekuatan.. kunci keberhasilan. Dengan total angkatan 311 kg, Eko berhasil mengungguli lawan-lawannya di cabang angkat besi kelas 62 kg #AsianGames2018 Emas Pertama Angkat Besi Indonesia di Asian Games. Selamat Eko, Indonesia Bangga!!!.-IN"	NKRI 2019-2024 (@uswaldi)	"Pak kayak nya partai final yg di saksikan pak jokowi selalu emas ya pak. Ajak terus pak jokowi nonton partai final pak!!"
		Asdizal Masdar (@asdizalm)	"Kehadiran presiden bikin semangat atlit berlipat ganda"
		Peter Parkitt (@boyanezman)	"Langsur tjairkan bonusnya pak sbml keringat dingin.... #kitumereun"
Note: Quoted from Twitter on August 21, 2018.			

According to Table I, the interlocutor publishes an important information related to Indonesian athlete's achievement in weightlifting category 62 kg. The speech gains both positive and negative comments by netizens or followers of the interlocutor. These comments can represent the interpretation done by the collocutor to respond the published speech by @imam_nahrawi. The interpretation process undergone by some collocutors seem different. For example, speech expression by @uswaldi is not directly related to the referent referred to by the interlocutor. The referent stated by the interlocutor about 'emas' (gold) is the efforts and accomplishment of the athletes by surpassing their oponents (other participants of weightlifting), while @uswaldi assumes that 'emas' is was obtained because of the presence of the President of Indonesia, Joko Widodo and the referent of 'pak' refers to the interlocutor, 'Imam Nahrawi.'

The next interpretation step is local interpretation and analogy. Seeing the expression by @imam_nahrawi: "fokus.. konsentrasi.. kekuatan.. kunci keberhasilan," it can be derived that locally interpreted, he asks the athletes to keep being consistent and sustaining the positive trend of winning the games. Meanwhile, the analogy deduces general assumption between the interlocutor and collocutors (@asdizalmasdar dan @boyanezman) that every achieving athlete is motivated by the presence of any important person and the fact that he/she will get a bonus from the government. Moreover, the presupposition constructed by the collocutors in interpreting interlocutor's speech is not accurate since it does not concur with the purpose of the information being published through Twitter. The collocutor comprehends the speech with the orientation towards luck because the President is present, and they expect to receive a generous bonus if they win.

Other than Menpora's speech, this research also discusses the Presidents' speech about appreciating the atheletes' achievements in Asian Games 2018 which gains many replies from other users as follows: 800 comments, 12,000 thousand retweets, and 24,000 likes on Twitter status. The following table shows the comment in interpretative form.

TABLE II. SPEECH INTERPRETATION OF THE PRESIDENT OF INDONESIA IN TWITTER

Inter-locutor	Speech Expression	Collocutor	Speech Expression
Presiden RI Joko Widodo (@jokowi)	"Jonatan Christie melepas kaus dan berkeliling lapangan setelah memastikan satu emas bulutangkis tunggal putra Asian Games 2018 siang tadi. Satu emas lagi dari ganda putra Marcus F. Gideon/Kevin Sanjaya S. Indonesia kini di peringkat 4 dengan 24 emas, 19 perak dan 29 perunggu."	Sigit Arimurti @sigitari77	"Semoga mencerminkan juga ranking ke-4 kekuatan ekonominya di Asia."
		Ahmad Ritonga @ahmad_8835	"Klo gk dari sumbang emas pencak silat mungkin gak akan bisa peringkat empat. Hidup pak PRABOWO."
		Valentino Ginting @ValentinGint	"Tanpa mengesampingkan perjuangan Atlet, kehadiran Bapak @jokowi scara langsung sungguh menambah semangat dan daya juang mereka.. #IndonesiaBisa"
Note: Quoted from Twitter on August 28, 2018.			

Similar to the discussion on the previous Table I, Table II displays Jokowi's published information about Indonesian athletes' achievements in badminton categories of men's single and men's double. The speech triggers both positive and negative comments by netizens or followers of the interlocutor. Looking at the interpretative process, the netizens apprehend it differently. For example, Sigit Arimurti (@sigitari77) interprets the speech by replying in a distinct reply. Talking about the referent, the collocutor refers to a different field which is evident in the use of a word 'ekonominya,' which refers to the development of economic in Indonesia (peningkatan bidang 'ekonomi di Indonesia').

Then, in local interpretation, the speech expression of Ahmad Ritonga (@ahmad_8835) relates the information to a close context that the gold achieved affecting Indonesia's ranking in Asian Games 2018 is not the gold from badminton, but from pencak silat. Moreover, the collocutor also connects to another close context that the positive achievement of pencak silat is the leadership impact of the director of IPSI (Ikatan Pencak Silat Indonesia/Indonesia Pencak Silat Association), Prabowo Subianto. Beside local interpretation, there is analogy described by Valentino

Ginting (@ValentinoGint) that the factor of success is the encouragement by the President who personally come to watch the games. It is a tradition that the sports watched by the President are first-rate sports which are guaranteed to achieve gold. Definitely, there are experiences to share in order to achieve positive things.

In the presupposition stage, the interpretation displayed by Sigit Arimurti (@sigitari77) and Ahmad Ritonga (@ahmad_8835) is not one hundred percent accurate because it does not agree with the purpose of the delivered information or speech. It is different from the presupposition by Valentino Ginting (@ValentinoGint) that both interlocutor and collocutor’s speeches have the same purpose. It impacts the comment which is appropriate for it is related to the achievement and refers to athletes’ efforts and an influential person’s presence as encouragement.

Besides social media Twitter, the new social networking site visited by *warganet* is Instagram social media, because it is not only for communication and friendship but also as a means to share information or news to the public. In addition, there are many people who use the media to express themselves, not only among people in several walks of life, but also officials who express various problems. So, it does not rule out the possibility that social media can be in the public spotlight. Lots of speculative information and certain information responses. This information is in accordance with the theme related to the big event of the 2018 Asian Games. For example, in the speech of the Minister of Youth and Sports, Imam Nahrawi on Instagram social media which informs and appreciates the achievements of athletes who return to reach the 30th gold medal in martial arts (pencak silat). From this speech, many responses were received, there were 266 comments and 26093 likes. The following table shows the comment in interpretative form.

TABEL III. SPEECH INTERPRETATION OF THE MINISTER OF YOUTH AND SPORTS AFFAIRS IN INSTAGRAM

Inter-locutor	Speech Expression	Collocutor	Speech Expression
Menpora Imam Nahrawi (@nahrawi_imam)	"Terima kasih ya @w2y_wita telah mempersembahkan emas ke-30 untuk Indonesia di #AsianGames2018. Semangat terus untuk meraih prestasi lagi dan mengharumkan nama pencak silat. Wewey terlahir dengan nama Yeo Chuwey yang artinya "nomor satu". Petang ini, Wewey	Laely Widodo (@widodolaely)	"Bangga si Indonesia mendulang emas di cabor pencak silat, tapi sayang cabor ini tidak masuk olimpiade Tokyo agak pesimis untuk Raihan emasnya karena Indonesia naik peringkat di Asian games kan karena pencak silat.
		Novia. R (@ovhyy_)	"Terima kasih @w2y_wita telah berjuang untuk Indonesia. Kamu hebat, kami bangga!!!

	membuktikan kepada dunia bahwa ia layak menyandang nama tersebut. Sekali lagi terima kasih atas segala pengorbanan demi mengharumkan nama Indonesia dan Pencak Silat hingga mendunia." – IN.	Bobbysyah putra (@bobbysyahputra)	"Mantap bah, dapat medal terus apalagi presiden jokowi dan prabowo di persatukan dan saling berpelungan"
Note: Quoted from Instagram on August 29, 2018.			

According to Table III, it shows that the speaker namely Menpora (@nahrawi_imam) gave his appreciation and thanks to the pencak silat (Wewey) athletes who had given the 30th gold medal for Indonesia. His success is certainly inseparable from the efforts and hard work of the athletes, but on the other hand speakers interpret that success cannot be separated from luck from a name. This pencak silat athlete is named Yeo Chuwey which means 'nomor satu'. If it is associated with what is referred to as 'reference' then 'nomor satu' refers to the success of the athlete in getting gold and being the best in the sport branch.

At the local interpretation stage was contained in Warganet's comments, namely Laely Widodo, account owner @widodolaely, who said that the athlete's success was reasonable because pencak silat sports were sports originating from Indonesia, so the athletes gave many gold medals. Looking at the other side of the local interpretation that the success of this sport will be a concern if at a larger event at the Tokyo Olympics, pencak silat is not included in the list of sports. So that Indonesia needs to prepare athletes from other sports to make more effort and hard work. Then the stage of interpreting this analogy is in the comments of Bobby Syahputra, the account owner of @bobbysyahputra, which analogizes that reaching a gold medal will have a positive impact on everyone. One of them is the creation of harmony between the president and chairman of IPSI. Seeing the experience that the president and chairman of IPSI previously competed in the nomination of head of state, so if there was a meeting between them, it was feared there would be tension and distance in various ways. But in the framework of the 2018 Asian Games both look very harmonious because they have contributed significantly to the athlete's success and Indonesia's achievements.

The interpretation of the presupposition stage is seen in the comments of Laely Widodo (@widodolaely), Bobby Syahputra (@bobbysyahputra) and Novia. R (@ovhyy_) is basically the same as the interpretation of the speech of the Menpora Imam Nahrawi that the success of athletes is inseparable from effort and hard work, of course a positive impact on the people of Indonesia.

Another social media center at the public spotlight is the Facebook social networking site. It should be noted that the more advanced the technology, the more advanced the knowledge of the people. Of course, in that knowledge

raises ideas that will later become material discussions both in the real world or in cyberspace such as on social media. A person who is active and master of technology will expand his knowledge of technology itself. No wonder in various types of social media, someone will have more than one account, so all information will be very easy to obtain and add a lot of knowledge. Likewise, with Facebook social media which is no less popular with Twitter and Instagram, this social media is also an option for warganet as a means of communication. For example, in President Joko Widodo's account, which always provides information from each of its activities, one of which is still related to the speech posted in the framework of the 2018 Asian Games, namely information about Indonesia's position and the appreciation of athletes. This post received many responses varying to reach 5.2 thousand comments, 61 thousand likes, and 7.2 thousand retweets. The following table shows the comment in interpretative form.

TABLE IV. SPEECH INTERPRETATION OF THE PRESIDENT OF INDONESIA IN FACEBOOK

Inter-locutor	Speech Expression	Collocutor	Speech Expression
Presiden Joko Widodo	"Indonesia kini mantap bertengger di posisi keempat perolehan medali sementara Asian Games 2018 dengan 30 medali emas, 22 perak, dan 37 perunggu. Atas pencapaian dan prestasi para atlet itu, pemerintah sudah menyiapkan bonus. Dan saya ingin agar bonus diberikan kepada para pahlawan olahraga ini sesegera mungkin. Kalau bisa sebelum keringat mereka mengering."	Elminor Peres Siregar	"Selamat pak Presiden Joko Widodo. Selamat utk para Atlet Indonesia semoga Indonesia semakin adil makmur dan sejahtera. Maju terus pak Presiden."
		Sandy Pratama	"Guru honor hrs dapat emas biar dapat bonus."
		Berlin Aruan	"Berkat motivasi pa Jokowi, sehingga para atletik kita berusaha semaksimal, demi Merah Putih."
Note: Quoted from Facebook on August 30, 2018.			

According to Table IV, it shows that President Joko Widodo's speech provided information about Indonesia's temporary position at the 2018 Asian Games and the bonus promised to athletes. Of course, related to the interpretation of the reference stage in the presidential speech, it is found in the words '*para atlet itu*' and '*para pahlawan olahraga ini*', where the words '*itu*' and '*ini*' refer to athletes who have achieved and contributed greatly to Indonesia ranked fourth temporarily. So that athletes' achievements will be rewarded and given a bonus by the government. In addition, the end

of his statement is a promise that must be immediately realized regarding the bonus that will be given.

At the local interpretation stage, the same remark was found in Elminor Peres Siregar's remarks to congratulate the athletes, but congratulations also refer to the local context, because direct support from the president will encourage athletes to try to get positive nicks. Then he also said that the president must move forward, as if his interpretation of the positive achievements of the 2018 Asian Games could bring a good flow to the president in the next leadership period. In addition, local interpretations were also found in comments by Sandy Pratama that bonuses should not only be given to athletes who have achievements but must also be given to honorary teachers who also contribute greatly to the generation of gold. Different comments are shown by Aruan Berlin which refer more to the interpretation of the analogy. He saw that the gold medal in bringing Indonesia to fourth place was thanks to the motivation and direct support of the president. Seeing experience in other sports that each president's presence in the match will arouse the enthusiasm of the athlete to be motivated to win.

Interlocutor and collocutor speeches in the process of interpreting presupposition certainly have the same goal, namely to appreciate and congratulate the athletes who have won gold medals. It is different from Aruan Berlin's presumption which interprets other things, namely assuming that bonuses obtained by athletes for achievement must also be followed by honorary teachers to further improve their performance in educating the nation's children, so that they can get appreciation from the government. This also became the spotlight for the president to see and pay attention to the fate of honorary teachers.

IV. CONCLUSION

According to the discussion above, the interpretation process towards a certain speech on social media, especially Twitter, Instagram, and Facebook can be done by following the steps: (1) reference; (2) local interpretation and analogy; and (3) presupposition. The types of comments as interpretation from netizens or collocutors can vary in both Menpora and President of Indonesia's speeches. Some respond negatively and some appreciates positively; it depends on how someone can comprehend the speech accordingly. Related to the discussion, even though it is discovered that collocutors' speeches do not refer to the content of information or topic conveyed by the interlocutor, the poorly related speeches are covered by other supporting speeches. Therefore, the speech interpretation process requires knowledge and context understanding, according to the referent, local interpretation and analogy, as well as presupposition, in order to decrease the mistake in responding to the speech.

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