

Directive Speech Actions in the TikTok Comments Column Kompas TV

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Article

Directive Speech Acts in the TikTok Comment Column @Kompas TV

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ABSTRACT

The objective of this study is to investigate and provide a comprehensive analysis of the many roles of directive speech acts seen inside the comment section of @Kompas TV on TikTok. The theoretical framework employed in this study pertains to the analysis of directive speech acts as proposed by Searle. This study employs a qualitative methodology and employs content analysis techniques to facilitate the identification and categorization of data by the researchers. The information was gathered from a TikTok video posted by @Kompas TV that addressed revisions to the Minister of Education's college admission exams. Included in this research data is every comment made by netizen that was found to have an intended use. Data collection methods used in this study include note-taking, listening, and documentation. The study's findings indicated that 848 comments from netizens contained 61 directive expressions. Out of the total of 61 utterances, the set of five functions attributed to directive speech acts comprises the actions of directing, offering, requesting, advising, and recommending. The most dominant function of directive speech acts is the act of suggesting through 18 utterances. This is due to the intention of the netizen to prompt the recipient of the comment to follow the recommendation expressed. In contrast, the least expression function is advising, which typically involves four data. This is due to the fact that online users frequently offer advice rather than thoughtful criticism that the recipient may or may not find acceptable.

I. INTRODUCTION

Language has a crucial part in the existence of human beings, serving as a fundamental aspect of their social interactions and personal identities. It results from human interaction, which is what we usually refer to as communication. People communicate by putting their ideas, feelings, and thoughts into words that others can understand, whether they are spoken or written (Ningsih et al., 2021). Here, language is the means through which information is transferred from the source, the speaker, to the recipient, the one who hears it.

Pragmatics, as a field of study in linguistics, focuses on the examination of language as a means of communication within certain contextual frameworks. The strong relationship between

pragmatics and context is a key principle, as it involves the dynamics of interaction between individuals in forming meaning of spoken language (Leech, 1983). Pragmatics is a field of study that examines the complex relationship between language usage and the current social context (Halliday & Hasan, 1989).

Speech acts are pragmatic components that naturally involve the speaker, listener, or reader and the topic being discussed while still paying attention to the surrounding context. Speech acts is an activity carried out through speech (Yule, 2006). This speech act can also be found in conversations between two people. Searle (1969) divides speech activities into three categories using the terms illocutionary speech acts, illocutionary speech This research focuses more on illocutionary speech acts

because illocutionary acts are an important part of understanding speech act theory. The use of the TikTok comments column as a source of research data has certain reasons because TikTok is a social media application that is popular with people of all ages.

Searle (1969) classified illocutionary speech acts into five separate categories, each with a unique function. The first type, assertive speech acts, involves making statements that describe the existence or truth of a proposition, encompassing actions like stating facts, suggesting, complaining, boasting, and claiming. Directive speech acts, the second category, serve to prompt the listener to perform a specific action with the intent of causing a desired effect, including issuing orders, giving commands, making requests, offering advice, and providing recommendations. Expressive speech acts, the third category, convey the speaker's emotions and attitudes, covering expressions of gratitude, congratulations, apologies, blame, praise, and condolences. The fourth category, commissive speech acts, express promises or offers, encompassing making commitments, giving assurances, and offering something. Finally, the fifth category, declaration speech acts, bridge the gap between proposition content and reality, including actions such as surrendering, dismissing, baptizing, naming, excommunicating, appointing, and punishing. These categories collectively define the range and purpose of illocutionary acts in linguistic communication.

Directive illocutionary speech acts primarily aim to prompt the speech partner or listener into taking specific actions in response to the speaker's utterance. This broad category encompasses various functions, including asking, inviting, compelling, suggesting, ordering, charging, commanding, urging, requesting, challenging, and giving orders, typically conveyed through imperative sentence structures. These acts closely align with imperative sentences, as the content of such sentences inherently requires the listener to respond with the requested action or intention. Furthermore, speech also has various types and function based on the context of the speaking (Yuliarti and Rustono, 2015).

The development of information technology, particularly the emergence of social media, has significantly transformed our social environment. Social media platforms have become influential

in shaping people's behavior patterns, serving as avenues for interaction, accessing public information, and fostering online social connections. Utami & Fatmawati (2023) emphasize that social media now plays a pivotal role in facilitating online social engagement. It offers easy and rapid access to a diverse range of users, enabling seamless interaction, content sharing, and collaboration without temporal constraints. Social media platforms revolve around user presence, enhancing user activities and collaborative efforts (Fauziah, 2023). These platforms have both positive and negative impacts, with the former making information and news from various sources more accessible, while the latter can lead to reduced offline interactions and addiction. TikTok has rapidly gained significant popularity and widespread usage, emerging as one of the foremost social media platforms in contemporary times.

TikTok, a widely used social media platform across age groups, serves as a hub for creative expression and communication. Its comments section stands out as a dynamic arena where users engage in direct dialogues with one another and video creators. Analyzing speech acts on TikTok offers valuable insights into contemporary digital communication patterns. The platform's inherent freedom of expression makes it an ideal space for studying diverse speech acts commonly employed in everyday discourse. Moreover, the TikTok comments section offers a unique setting for relatively anonymous interactions, fostering open and candid communication, which further enhances the study of speech acts.

The source of this data is TikTok @Kompas TV because TikTok actively posts news videos about recent events or incidents regarding facts that attract attention and are considered important or extraordinary. TikTok @Kompas TV is a news account with followers reaching 3.1 million. Kompas TV media is one of the media that implements media convergence. Conventional media then switched to utilizing the digital media TikTok which was used to upload videos of news and information that were previously broadcast conventionally locally. Kompas TV Media also utilizes various social media to disseminate news content to the public Asiska & Mustafa (2022).

Several studies related to directive speech acts have been carried out by researchers (Prihanindita & Mulyaningsih, 2022; Diana & Manaf (2022; Putra

& Amin, 2023). The current research the author interested in analyzing the directive comm¹⁵s on social media especially in TikTok. Thus, this research aims to analyze the function of directive speech acts in the comments column of TikTok @Kompas TV with the caption “Nadiem Makarim Changes the College Entrance Selection Scheme”.

II. METHOD

This⁸ research is a qualitative descriptive research. This research uses a qualitative approach with a content analysis method because in this research the researcher will identify the data and then classify the data. Content analysis is research that examines further the content of written or printed information in a study (B. Bungin, 2007). This research employed three data collection techniques: documentation, listening, and note-taking. Initially, screenshots were taken to document the comments. Subsequently, the researcher listened by thoroughly reviewing all netizen comments within the comments section. Finally, note-taking was conducted by transcribing²² collected screenshots for subsequent analysis. The primary data source for this study was the comments section of a specific video hosted on the TikTok account @Kompas TV.

The data for this research comprises netizen comments identified as containing directive speech functions within the comments section of TikTok’s @Kompas TV, specifically from a video posted on November 11, 2022. Data collection occurred on May 31, 2023, approximately seven months after the video’s publication. This study was motivated by the prevalence of directive statements within the TikTok @Kompas TV post titled “Nadiem Makarim Changes the College Entrance Selection Scheme,” a topic of interest among followers, many of w¹⁰h have ties to educational environments. The research aims to discern and categorize the various functions of directive speech acts within this specific TikTok video’s comments section.

III. RESULTS

The researcher findings regarding the function of directive speech is shown in Table 1.

Based on data sources, a total of 848 netizen comments were found on the TikTok account @Kompas TV “Nadiem Makarim Changes the College Entrance Selection Scheme”. However, after the researchers carried out data analysis,

Table 1. Classification of the function of directive speech acts inTikTok Comment Column @Kompas TV

| No | Function of directive speech acts | Amount |
|---------------------------------|-----------------------------------|--------|
| 1. | Order | 8 |
| 2. | Reign | 17 |
| 3. | Plead | 14 |
| 4. | Advising | 4 |
| 5. | Recommend | 18 |
| Number of directive speech acts | | 61 |

only 61 data were found which were directive speech acts with various functions. The functions of directive speech found are (1) directive speech function ordering, (2) directive speech function commanding, (3) directive speech function begging, (4) directive speech function advising, and (5) directive speech function recommending. If analyzed in depth, many comments contain the meaning of an invitation. However, this invitation is made by tagging someone’s TikTok account. When viewed in pragmatic studies, data must be in the form of speech or text. So, comments that²¹ y mark someone are not used by researchers as data in this study.

IV. DISCUSSION

The Function of Ordering Directive Speech

In the research, 8 data on the function of ordering directive speech were found. The function of ordering directive speech is speech that is intended to give a message.

Data 1:

@Zora_coffe: “ Keep moving forward, Minister, changing education for the better. ”

The account @Zora_coffe commented on the TikTok post-@Kompas TV and advised the minister in the video to change education to make it better in the future.

Data 1 includes the directive speech act of ordering. The directive speech act of ordering is a speech act that contains a message or motivation. The account @Zora_coffe commented on the TikTok post-@Kompas TV containing a message marked “Keep moving forward, Mr. Minister, changing education for the better. “ Directly, the @Zora_coffe account advised the Minister of Education to improve education. Context: @kemunanya account comments on @Kompas TV’s

TikTok post so that you don't get home from school until 3 p.m.

Data 2:

@kamunanya: "At least don't come home until 3 o'clock, sir." (33)

Data 2 includes the directive speech act of order because in the sentence there is an ordering sentence marker "At least don't come home until 3 o'clock." The @kamunanya account has a message to.

It was the minister who made the policy not to make decisions about when to leave school until 3 in the afternoon. People, especially students, have complained a lot about the policy of leaving school at 3 pm. In line with this, Wijayanti NM, Utomo, (2021:9) said that the directive speech act of ordering is an utterance expressed by a speaker to a speech partner so that the speaker gets the desired item or a speech act that is uttered to ask the speech partner to send a message or instructions to another person.

The function of Commanding Directive Speech

In this study, 17 data on the function of commanding directive speech were found. The directive speech function of commanding is the function of speech that is intended to order. The speaker tells the speech so that the speech partner follows. According to Safira (2020), this speech is used by the speaker to order the person he is saying to do something according to the speaker's wishes.

Data 3:

@Oni Tukan: "Just arrange it boss"

@Oni Tukan account commented on the TikTok post @Kompas TV which said "Just arrange it boss" to the minister who is making new policies in the world of education.

Data 3 is a directive speech act of commanding. The commanding speech contained in the comments column is used by netizens to get a response from the minister in the form of an action or policy that the netizen wants. In line with this, Qomariyah (2017:12) it can be concluded that: (1) says that speech acts that order other people to do something or achieve a goal are called directive speech acts. The @Oni Tukan account commented in the comments column of @Kompas TV's TikTok post "Just arrange it, boss." The comment was directed at Pak Nadiem the minister of education who makes

the policy. Sentences spoken by the @Oni account Tukan intends to order the education minister to make policies according to what netizens want.

Data 4:

@Eunouia IV: "Increase the salaries of honorary teachers" (29)

The @Eunouia IV account commented on @Kompas TV's TikTok post to increase the salaries of honorary teachers.

Data 3 is categorized as a directive speech act of commanding. This speech is included in the directive speech act of order because the @Eunouie IV account commented "Increase the salaries of honorary teachers" on @Kompas TV's tiktok post entitled "Nadiem Makarim Changes the Selection Scheme for Higher Education Entrance". In story 29, the TikTok account @Eunouia IV ordered Pak Nadiem to increase the salaries of honorary teachers whose salaries so far are not commensurate with the length of hours teachers work. In line with this, Ananda et al., (2022:14) say that command speech behavior seeks to ensure that orders are carried out. Thus, this utterance is included in commanding directive utterances. Sumarsih in Safira (2020) states that the function of ordering/commanding is visible because of the mandatory word order.

The function of Directive Speech Requesting

In this study, 14 pleading utterances were found. The directive speech function of begging is marked with the word "beg". The directive speech function of begging can be said directly and indirectly. Safira (2020) states that this speech act is a speech act carried out by the speaker in a polite way to the speech partner. This of course aims to ensure that the speech partner can do something he wants.

Data 5:

@edyriant: "Mr. Nadiem, please pay attention to non-sordid ASN teachers, sir, so that the welfare of non-sordid teachers and ASN also improves, sir."

The @edyriant account commented on @Kompas TV's post asking Mr Nadiem to pay attention to the welfare of teachers and non-service ASNs.

Data 5 includes the directive speech act of asking. The directive speech act of requesting is a speech act that expects the speech partner to fulfill

the speaker's wishes politely. @edyriant's speech uses the word "beg" as a marker of the directive speech act of begging. The @edyriant account asks the Minister of Education to pay attention to non-certified ASN teachers so that these teachers can also feel prosperous. In line with this, Prihanindita & Mulyaningsih, (2022:07) say that directive speech acts ask directly and politely for the speech partner to fulfill the speaker's wishes, and expect the speech partner to immediately take action to get what the speaker wants.

Data 6:

@Dicky ojek online oplen: "Hopefully there will be free campuses for poor people" (59)

@Dicky ojek online oplen account commented on @Kompas TV's post requesting that there be free campuses for people who cannot afford it.

Data 6 includes the directive speech act of asking. The @Dicky ojek online oplen account asked the Minister of Education, Pak Nadiem, to provide free campuses for underprivileged people. With a free campus, the world of education will certainly be even wider. In line with this, Nugraha & Sulistyanning, (2019:13) say that directive speech acts ask the speaker to gently ask the speech partner to carry out the action mentioned in the speech.

The function of Advising Directive Speech

In this research, 4 directive utterances were found with an advisory function. The directive speech function of advising is spoken politely and aims to ensure that the interlocutor understands the speaker's intentions.

Data 7:

@Bubu: "Just Bismillah, when you get in, you have to keep studying TKA, guys, because that's the basis for your lecture material."

Context: The @Bubu account commented on @Kompas TV's post to read Bismillah and continue studying TKA as the basis for all lecture material.

Data 7 includes the directive speech act of advising because the @Bubu account advises prospective students who want to enter college to continue studying TKA as the basis for course material. So that later when you want to go to university, you will already have the basics of mastering TKA.

In line with this, Khoiriyah & Zultiyanti, (2022) say that the directive speech act of advising is a counseling speech act that provides responses or ideas that can advance knowledge and understanding, by the directed speech act.

Data 8:

@Rvnasyh: "Congratulations to millennials, make the best use of it."

@Rvnasyh account commented on the @Kompas TV post, congratulating the new policy that has been made by the Minister of Education and telling related parties to make the best use of this policy.

Data 8 includes the directive speech act of advising. This utterance is an advising directive because there is an advising intonation in this utterance. In line with that, Maulida & Pramitasari, (2021:9-10) said that this speech contains the intention of advising to be more careful in holding prejudices because it can cause problems or negative relationships with other people, according to the directive speech act of advising. The @Rvnasyh account tells millennials to take advantage of the policies that have been made by the Minister of Education in changing the college entrance selection scheme which aims to make it easier for the younger generation to continue to higher education and there is a message to millennials to study harder so that they don't difficulty in dealing with continuously updated policies. This new government regulation must be able to be utilized by all groups, especially millennials. Thus, this speech is included in the directive speech act of advising.

Function of Recommending Directive Speech

In this study, 18 data on the function of recommending directive speech were found. The function of recommending speech is most often found because in the TikTok post @Kompas TV there are many pros and cons regarding the policies made by the Minister of Education in changing the college entrance selection scheme.

Data 9:

@aned: "I think a portfolio now also needs to be attached because maybe people don't have very good grades but they have other talents"

The @aned account commented on @Kompas TV's post about the need to attach a portfolio when showing one's abilities to enter college or apply for

a job.

¹ Data 9 is a recommended directive speech. The directive speech act of recommendation is a speech act that intends to provide suggestions or advice to the speech partner. In line with this, Ahya et al. (2021:11) argued that directive speech act of recommending is a directive speech act, meaning that the speech act is carried out by the speech partner based on a suggestion from the speaker. The @aned account says that there needs to be an additional portfolio attached because someone may have certain talents other than their academic grades. Thus, it is hoped that this portfolio attachment¹⁹ will make it easier to select university entrance. Thus, this utterance is a directive speech act of recommendation.

Data 10:

@Bara Sejiwa: "Especially for sports and arts... you need an additional portfolio."

@Bara Sejiwa's account commented on @Kompas TV that portfolios are needed in sports and art lessons.

Data 10 is categorized as directive speech act of recommending because the @Bara Sejiwa account recommends adding portfolios in sports and arts lessons. With additional portfolios, it is hoped that learning, especially sports and art lessons, will be much better. In line with this, Astutik & Prabawa, (2022:12-13) say that the directive speech act of recommending is a speech act that recommends or provides a better suggestion. If we relate this recommending function to politeness, this function is polite, because the person giving the suggestion is not pushy or arrogant when conveying it. Siregar & Fatmawati (2022) say that as a speaker you should have polite and courteous language in communicating because speakers are educated people and language can also show the nation of the language user itself.

Based on the research results stated above, the implication that researchers can come up with is that with this research, readers can understand the form and function of illocutionary speech acts, especially directive speech acts, well. Then, besides that, this research is included in language learning where readers can understand the content contained in each comment on the TikTok @Kompas TV account. Through this research, readers can find out the meaning implied in it so that readers can understand what the comments

⁴ on the account mean. Based on the results of the analysis, it is clear that the author uses a lot of illocutionary speech acts to express the types and functions contained in the comments column of the TikTok @Kompas TV account. Then, for future researchers, the results of this research can be used as reference material in conducting similar research. This research contributes to enriching knowledge about the form of directive speech acts in the TikTok comment column.

The present study offers significant insights into the utilization of directive speech actions inside the comment sections of TikTok, particularly in relation to responses directed towards the video titled "Nadiem Makarim Changes the College Entrance Selection Scheme"²³ as published by the @Kompas TV account. The findings of this study indicate a significant prevalence of directive speech acts within the comments section, with a total of 61 occurrences. This speech act demonstrates the proactive engagement of internet users in articulating their viewpoints, apprehensions, and recommendations pertaining to the ongoing deliberations on policy modifications. The prevalence of substantial instances of directive speech actions underscores the significance of this platform as a medium for public discourse and the exchange of viewpoints.

Among the diverse roles of directed speech actions, it is evident that recommending has emerged as the prevailing function, as indicated by a total of 18 assertions. This observation indicates that a significant portion of internet users commonly offer recommendations and suggestions to other users or individuals of interest, potentially including Mr. Nadiem Makarim. The act of recommending can be seen as a persuasive kind of speech, indicating that individuals who engage in online activities are actively promoting specific actions or modifications in response to policy changes that are being addressed in the content.¹¹

On the other hand, it can be seen that the advising function of directive speech acts exhibits a rather limited scope, as evidenced by the presence of merely four illustrative instances. This suggests that netizens have a reduced propensity to provide explicit advice, potentially stemming from the belief that offering advice may be perceived as intrusive or less socially acceptable by the individual being addressed in the comment. On the contrary, their inclination lies in offering suggestions, so enabling

replies that are characterized by greater flexibility and optionality.

In addition to this, the prevalence of the recommend feature and the restricted utilization of the advise feature suggest that a significant portion of TikTok users who engage in commenting on this content may express discontentment with the policy implemented by Mr. Nadiem Makarim. The aforementioned proposals and ideas may be construed as a manifestation of dissent or a call for policy modifications. This suggests that social media platforms, like TikTok, serve as a forum for public scrutiny and evaluation of governmental policy.

V. CONCLUSION

Based on the results of data analysis, researchers found that in the comments column of TikTok @Kompas TV, "Nadiem Makarim Changes College Entrance Selection Scheme" there were 61 directive speech acts. Includes 8 directive speech acts with the function of ordering, 17 directive speech acts with the function of commanding, 14 directive speech acts with the

function of requesting, 4 directive speech acts with the function of advising, and 18 directive speech acts with the function of recommending. The most dominant function in this research is the directive speech act function of recommending, namely 18 utterances. This is because netizens want someone who is commenting to carry out the recommendations or suggestions that they write. Meanwhile, the least directive function of speech acts is the function of advising with 4 data. This is because netizens tend to give suggestions to do something rather than giving good input that the person may not necessarily want to accept. Based on this, researchers found that many TikTok account users were dissatisfied with the policies made by Pak Nadiem. This can be seen from the suggestions written by netizens in the comments column of the content. It is hoped that the results of this research can be used as a source of reference and the latest information for readers. It is also hoped that this research will provide benefits and knowledge about the function of directive speech acts and can help future researchers find out about the development of pragmatic study theories for researchers who want to conduct similar research.

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