

Functions of Representative Speech: Analysis of The Status on Facebook Social Media

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ABSTRACT

This study aims to describe the functions of representative speech used by users of the social media application Facebook. The study uses a descriptive qualitative method, and data is collected through documentation techniques from the social media platform Facebook. The data analyzed in this study includes words, sentences, and paragraphs posted by Facebook users. The results of this study reveal that representative speech has four functions: (1) to state the hopes, principles, aspirations, and beliefs of the speaker, (2) to inform readers or interlocutors about information, events, concepts, and knowledge, (3) to suggest that interlocutors believe, do, or follow something that the speaker has experienced, and (4) to complain about what the speaker is feeling, thinking, or doing and hoping to receive comments, approval, and feedback from interlocutors. This research is relevant to the study of language acts and representative speech on the Facebook social media platform.

Keywords: Language acts, Representative speech acts, Facebook.

INTRODUCTION

The discovery of social media applications like Facebook has allowed human communication to be different from conventional communication patterns. The language uploaded by users provides diverse interpretation for meanings and intentions for other users. Conventional communication patterns usually do not present graphic elements such as pictures or videos (Nugroho, 2019). However, the existence of Facebook makes users (humans) more free to represent anything they want to communicate to other users (Mujianto & Malang, 2017).

This shows that digital media presents various dimensions to represent something more complete and with multiple meanings (Aguilar, 2017). In the pragmatic view, speech is no longer seen as having only one meaning but has more than one meaning depending on the context in which it is said (Rahardi, 2009). Anything can potentially be a context, including the presence of graphics/photos, videos,

and emojis that follow speech on Facebook, making representative speech have a certain intention. This proves that the meaning of language depends on when, where, with whom, and how it is used (Chaer, 2010).

The use of Facebook as a media application for communication between humans who are interconnected and even grouped in one community allows users to represent themselves more freely. Facebook has been able to provide a platform for users to represent all their activities, thoughts, and feelings more freely through social media. Social media has become a speech tool that presents various representative functions (Putri, 2017).

This study analyzes Facebook users' speech, whether the use of Facebook presents various representative functions in their speaking activities through posts that may contain specific intentions. This is not separate from the function of language as a communication tool but also has other functions such as representative functions.

There are seven tendencies in people's choices of representative speech in their speaking activities, namely: 1) to express something to other users, 2) to inform other users, 3) to suggest to other users to participate or empathize, 4) to complain about a situation, 5) to boast about a condition experienced, 6) to demand something from the interlocutor, and 7) to report on an activity or event (Yule, 2006).

Representation itself is defined as a practice that produces habits based on experiences performed by someone (Nugroho, 2019). Representative speech acts function to establish or explain the existence of something and how it is. Rustono (2000:79) argues that representative speech is speech that binds the speaker to the truth of their statement. Representative speech acts are not only found in direct speech but can also be found on social media accounts, one of which is Facebook. Therefore, the fact that language, which was previously performed communally, has moved to social media, is important to be studied in-depth, one of which is to look at the representative function of posts launched by Facebook users.

LITERATURE REVIEW

Representation in language can be defined as a practice that produces habits based on experiences carried out by an individual (Anggreni et al., 2019). Representation in language can be embodied through various speech acts carried out by an individual, both in direct conversation contexts and on social media such as Facebook. Through this language representation, someone can establish or

explain the existence of something and how it is. Representative discourse is speech that aims to describe or represent a situation or event objectively, without any personal influence or opinion from the speaker (Wiratno & Santosa, 2014; Yule, 2006). In this context, the speaker acts as a source of information that presents facts or situations clearly and accurately. Representative speech acts can be found in various types of communication, such as news reports, speeches, or scientific descriptions.

There are seven types of representative discourse, namely: 1) Stating something to another user, 2) Informing another user, 3) Suggesting to another user to participate or empathize, 4) Complaining about a situation, 5) Bragging about a condition experienced, 6) Demanding something from the interlocutor, and 7) Reporting an activity or event (Yule, 2006).

The function of representative discourse is to provide information or explain something, describe a situation or event, and clarify facts or opinions (Lailika et al., 2020; Purba, 2011; Wiratno & Santosa, 2014). In the context of social media like Facebook, the representative function can also be used to represent oneself, express feelings and thoughts, and build social relationships with other users. This allows users to be freer in representing their activities and lives, and to obtain responses or feedback from other users. Thus, the function of representative discourse in social media plays an important role in facilitating communication between users and strengthening social ties within online communities.

METHOD

The research method used in this study is descriptive qualitative research. In this case, the author describes the forms of using Representative Speech Acts in the Facebook status updates of social media users. The data in this study is language data (words, sentences, paragraphs) in Facebook statuses that have representative characteristics. The source of data in this study is Facebook social media. The data collection technique used is documentation technique, where the researcher observes and reads Facebook user accounts. The data obtained and relevant to the research topic amounted to 20 data. The data analysis technique in this study uses the Mills and Huberman model (John W. Creswell, 2009) with the speech act theory as the framework.

RESULT AND DISCUSSION

The results of the analysis found that there are several functions of representative speech acts used by Facebook users. Representative speech acts function to state, inform, suggest, and complain. For more details on this finding, here is the explanation:

1. Representative speech acts function to state.

Language is used by humans as a general tool of communication intended to express something to the interlocutor. Expressing is a speech act that aims to explain or present something that is in the speaker's mind in an assertive manner (Wulandari et al., 2021). Representational speech acts tend to be subjective because they present information or explain what is in the speaker's mind.

Akun Unimuda Sorong : “Hampir semua orang berbicara tentang masa kini dan masa lalu, padahal karya besar berasal dari gagasan masa depan.

Context: The speech in the post shows a photo of the rector of Unimuda Sorong with a serious face. The speaker conveys to the reader not to just think about the past and present but to think about the future because the great idea comes from the future.

Based on the data, the status uploaded by the Unimuda Sorong Facebook account is a representative speech act of stating. In this case, the speech contains a statement conveyed to Facebook users that we should not only focus on the past and present, but the future is what can produce great work. The speech belongs to the representative speech act of stating, marked by the sentence "while great ideas come from future ideas." Representative speech acts are also often used to motivate others or to motivate oneself from the sadness felt, as seen in the following speech.

Akun Suraya : “jika kau percaya akan ada pelangi setelah hujan, seharusnya kau juga percaya akan ada kebahagiaan setelah kesedihan.”

Context: The utterance conveyed by Suraya on her Facebook account aimed to motivate herself.

Suraya motivates herself in her status by comparing herself to a beautiful rainbow that appears after the rain. The speaker invites Facebook users to believe in the law of cause and effect, marked by the word "If" at the beginning of the speech. Where she declares herself as a person who believes that there is happiness after

sadness. However, the speaker uses the word 'you' to state to herself and others. The speech "there is a rainbow after the rain" and "there is happiness after sadness" is used by the speaker to represent herself like a natural phenomenon. From this speech, it can be understood that representational speech functions to state the hopes, principles, ideals, and beliefs held by the speaker. This proves that language not only serves to represent something but also as the speaker's personal identity.

2. Representative Speech Act Functions to Inform

Informing is conveying information to others about a condition that is deemed important to be conveyed (Devy et al., 2021). Social media platforms like Facebook are generally used to reflect on what is done and felt by individual users or to represent certain groups (Marzuki, 2021). This can be seen in the FKIP UNIMUDA Sorong's post on Facebook, which serves to inform.

Akun FKIP Unimuda Sorong : 750 pendaftaran gratis telah terlampaui, kini kami tambah menjadi 1001 bebas pendaftaran, BEBAS TES juga ya ...

Context: The FKIP Unimuda Sorong Facebook account is informing that the free registration will be increased to 1001 and those 1001 registrants will be exempted from the selection test.

FKIP UNIMUDA Sorong is a group of people focused on producing teachers. However, in practice, its users are not only lecturers and students but also possibly the general public. FKIP, as the speaker, wants to inform its followers that they have exceeded the target of 1001 new students. However, FKIP's intention is to represent itself as an institution that provides free registration fees to students. In addition, FKIP also represents itself as a humanistic institution that does not burden new students by providing "FREE TEST and REGISTRATION" facilities. Through this utterance, FKIP informs itself as an institution that always facilitates its students. From this utterance, it can be understood that representative utterances can function to inform about information, events, concepts, and other things that are expected to be known by the reader/opponent.

3. Representational Speech Functions to Give Suggestions

Giving suggestions is a language act that aims to provide constructive feedback and criticism (Lailika et al., 2020). Imperative speech is commonly used, which is a statement that intends to command. The interlocutor is asked to do something

according to the speaker's wishes. Representational speech is commonly used in giving suggestions. In essence, a sentence of suggestion aims to provide recommendations for goodness or absolute beliefs that have been proven to be true (Prihartono et al., 2020). A sentence of suggestion usually contains an order to improve what has been done in the past. As seen in the following data.

Akun Dhelin Melinda : jika kamu sudah siap untuk menikah, maka menikahlah. Soal kehidupan selanjutnya percayakan Allah SWT karena semuanya sudah diatur oleh Nya.

The above discourse by Dhelina through her Facebook post aims to invite or persuade her peers to believe that sustenance is Allah's matter. Furthermore, the speaker is also trying to convince her interlocutors to believe in the power of Allah in matters of sustenance. The representative utterances "so get married" and "trust in Allah SWT" contain commands and suggestions. The speech intends to advise the interlocutor who is ready to get married not to be afraid of not having sustenance to support the family. From this discourse, it can be understood that representative speech can function to suggest someone to believe, do, or follow something.

4. Representative Speech Functions to Complain

Complaining is an act of rejecting something that cannot be done or not desired (Faramida et al., 2019). In complaining speech, the speaker represents the state of mind and feelings about the inability to do something. This type of speech is often marked with words such as "aduh, duh, iihh," as seen in the following data. that has been experienced by the speaker.

Akun Hilda Kacili: Aduh capek dengan sekolah online, harus beli pulsa data tambah dengan harus mengajar anak di rumah. Bikin pussiiing

Context: The utterance is conveyed by Hilda Kacili who uploaded a photo of her child studying. The speaker conveys her complaints as a parent who teaches her child online.

In the utterance, Hilda represents herself as someone who rejects online learning during the Covid-19 pandemic. There are three complaints that can be interpreted from the utterance, namely online schooling, buying credit, and teaching children at home. The complaints are further emphasized by the utterance "Bikin pussiiing...." which means rejecting the current situation during Covid-19. The

utterance represents Hilda who is rejecting many situations, so the tone of the utterance also contains complaints. This is evidenced by the use of the words "aduh" and "bikin pusing". From the utterance, it can be seen that representative speech functions to convey complaints felt, thought, and carried out by the speaker, with the hope of receiving comments, approval, and input from the interlocutor.

CONCLISION

Facebook social media is used by its users to represent themselves based on what they do, experience, think, and feel. Facebook is used as a social platform to express, inform, suggest, and complain about something experienced by the speaker, where the speech is intended to invite the interlocutor to believe, do, and empathize with what the speaker experiences. It turns out that the use of representative speech has several speech functions. This study found that representative speech has four functions, namely; (1) representative speech serves to express hopes, principles, ideals, and beliefs held by the speaker. (2) representative speech serves to inform; information, events, concepts, and is expected as knowledge for the reader/interlocutor. (3) representative speech serves to suggest; the interlocutor to believe, do, and follow something that has been experienced by the speaker. And (4) representative speech serves to complain; about what is felt, thought, and done by the speaker, and hopes to get comments, approval, and input from the interlocutor.

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