

Elements of Context in Speech on the Youtube Channel Podcasts: Cyberpragmatics Perspective

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ABSTRACT

The purpose of this study is to describe the elements of context in speech in a cyberpragmatics perspective. This research approach is qualitative with virtual ethnographic type research. The research data is in the form of snippets of dialogue/conversations in podcasts. Meanwhile, the data source is a transcribed video podcast. The data was collected using the free-to-talk method and tapping techniques. This study uses Miles and Huberman's theory of activity flow data analysis and uses Dell Hymes' SPEAKING theory. This study found eight elements of context in the speech data. The elements are setting and scene, participants, purpose, act sequence, key, instrumentalities, norms of interaction and interpretation, and genre.

Communication cannot be separated from human life as social beings. According to Liliweri (2015) humans communicate because it has become a consequence and a fundamental need. Communication can be done directly or indirectly or through certain means. In addition, communication can be defined as a cooperation between speakers and speech partners. This statement is relevant to the opinion of Carassa & Colombetti (2015) which stated that communication is cooperative. Today, communication is rife in combination with technology (Guntuku et al., 2019). The rapid development of technology makes it easier for humans to communicate without worrying about the distance. This will lead to a decrease in the level of direct communication between humans. Therefore, humans tend to communicate using social media. In fact, adolescents aged 13-17 have been using social media to communicate (Lenhart, 2015). Jimenez & Morreale (2015) stated that if communication on social media continues, then someone will no longer communicate directly. This can result in many opportunities for misunderstandings in communication. In accordance with Luhman's opinion which stated that a communication is not effective if it is carried out by someone who is physically far away (Tække, 2019).

Virtual communication can use podcasts, considering that podcasts have existed in Indonesia since 2004—2005. This is in line with the opinion of Fadilah et al. (2017) which stated that Indonesian are currently not very familiar with the term podcast, even though the term has existed since 2004—2005. Nonetheless, the presence of podcasts is growing. Of course, this development cannot be separated from the public's interest in podcasts. Podcasts, which were originally only in the form of audio, are now audio and images (video). Toyib et al. (2013) also stated that currently podcasts are in the form of audio and video. In addition, Sullivan (2019) stated that podcasts are experiencing a shift. This shift is related to the integration or mix between podcasts and other social media. This means that podcast shows have started to be aired or uploaded on other social media, such as YouTube, Facebook, and Twitter.

Communication will be effective if the context of information is understood by the speech participants. This happens because context-related knowledge is needed to interpret the intent of the utterance. Pragmatics in a cyber perspective uses a virtual external context (Rahardi, 2020b). This context is classified as external because of its position outside the utterance or simply covering the utterance. This statement is in line with Rahardi's opinion (2020) which stated that virtual external contexts exist outside of utterances.

Context knowledge is certainly not separated from its elements. The elements of this virtual external speech context are not the same as conventional speech. There is a shift or different elements between the two. This statement is relevant to Rahardi's opinion (2022) which stated that there has been a shift in the elements of context that exist in virtual utterances. This needs to be understood so that the speech interpreter can interpret the meaning of the utterance in accordance with the findings of the existing elements. The aim is that the interpreter can interpret the meaning of the speech properly.

There are several previous studies that are relevant to this research. First, Rahardi (2020c) with the title "The Shifts of Conventional Elements of context Aspects: Towards a Cyberpragmatics Perspective." This research resulted in a form of shift between conventional and virtual external elements of contexts. Second, Rahardi (2020a) with the title "Virtual External Contexts in Cyberpragmatics." This research examined the elements of context that exist in speech in the form of text in the

network. The existence of some of these studies makes researchers want to continue the research by changing data in the form of speech or conversations in the network. This study aims to describe the elements of context in speech in a cyberpragmatics perspective. The researcher hopes that the reader can understand the elements of context in speech in a cyberpragmatics perspective so that they can give consideration in interpreting the intent of the utterance. In addition, the findings of elements of context are expected to deepen cyberpragmatics theory.

METHOD

This research approach is qualitative. Qualitative research is carried out in natural conditions or conditions as they are. This research is descriptive because after the data was analyzed, it was then described to make it easier in terms of understanding (Sugiyono, 2018). Meanwhile, this type of research is virtual ethnography because the focus of observation is in a virtual environment.

The data source for this research was video podcasts on the YouTube channel that had been transcribed. Data sources are subjects who produce research data (Arikunto, 2010). The research data was a snippet of dialogue in a podcast that contained elements of context. Data is information received based on field facts and is empirical (can be proven by the five senses) (Noor, 2011).

Data was collected using the free-to-talk method and tapping techniques. The researcher only listened to the utterances, not involved in the communication. The data collection method has two principles, namely the "observation method" and the "speaking method" (Sudaryanto, 2015). Mahsun (2007) stated that tapping techniques are the basis as well as a form of listening activity.

The qualitative research instrument is the researcher himself (Sugiyono, 2018). The provision of knowledge related to virtual external elements of context was used by researcher as a guide in analyzing data. Researcher carried out the stages of data analysis with the theory of Miles and Huberman. The stages of data analysis in this theory were (1) data collection; (2) data reduction; (3) data presentation; (4) conclusion; (5) triangulation.

Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. If the researcher collects data by triangulation, then the examiner actually collects data and at the same time tests the credibility of the data (Sugiyono, 2018). The triangulators for this research were supervisors and research colleagues. The triangulator will check the results of transcripts and videos, as well as the results of data analysis in research to ensure data validity and data relevance to theory.

RESULT

This research produced findings in the form of elements of context in speech data. In accordance with Hymes' theory (1974), the elements of context is known as the acronym Speaking (Wardhaugh, 2015). The findings can be seen in the following table.

Table 1. Findings of Elements of Contexts in Speech Data

	Elements of contexts	Total
1	<i>Setting and Scene</i>	50 Data
2	<i>Participants</i>	
3	<i>Ends</i>	
4	<i>Act Sequence</i>	
5	<i>Key</i>	
6	<i>Instrumentalities</i>	
7	<i>Norms of Interaction and</i>	
8	<i>Interpretation Genre</i>	

DISCUSSION

In this study, eight elements of contexts have been found in virtual speech. The eight elements of context are described as follows.

Setting and Scene

The elements of setting and scene describe the circumstances, place and time when the speech occurs (Wardhaugh and Fuller, 2015). However, the result of this study only found information related to the atmosphere and place where the utterances took place. Meanwhile, information related to the location of the speech was limited or not detailed. In addition, all data described only one place of speech. The data related to the findings are shown in the following speech data.

Deddy : have you been vaccinated?
 dr. Tirta : I got sinovac, early January.
 Deddy : I got delta.

Context: Speech took place after the speaker had recovered from the corona virus. When the speech occurred, the speaker asked the speech partner to remove his mask. In an effort to convince the speech partner, the speaker asked a question and stated a statement. The statement made by the speaker did not mean the truth. This happened because the speaker intended to tell the speech partner that he had been exposed to the delta variant of the Corona virus, but he made an analogy of it as a vaccine.

The data above shows a picture of a relaxed atmosphere when the speech took place. The time when the speech occurred is unknown because the data source was in the form of video. It means the speech did not occur when the listener was watching the video. Meanwhile, the time when the video was uploaded can be known, it was on September 5, 2021. The place pictured when the speech took place was in Deddy Corbuzier's "Close the Door" podcast room.

Based on the explanation above, it shows that there are differences or shifts in elements of setting and scene because information regarding time, place, and atmosphere is very limited. This statement is relevant to Rahardi's opinion (2020c) which stated that elements of setting and scene in virtual speech experience a shift because their nature becomes unlimited, making it difficult to know. Even so, the existence of these elements is not important in determining the intent of an utterance. In line with the opinion of Taguchi (2015) which stated that information related to the atmosphere, place, and time of utterance does not determine the intent of an utterance. However, other settings were found besides the dialogic settings described earlier. The settings found are atmosphere and time. The atmosphere is related to the comments written by the audience and the audience's interest which can be seen from the number of video views, while the time found is only limited to the time when the video was uploaded. Therefore, it can be concluded that elements of setting and scene are contained in the speech data.

Participants

The element of participants provides information regarding the speaker-receiver, speaker-listener, speakers-partners (Wardhaugh, 2015). This element describes the identity of the speech participant in a limited way. This means that not all the identities of the speech participants can be known by the researcher. This usually happens when the speech participant is not known by the public. The data related to the findings are shown in the following speech data.

Chandra : I gave you the information because we are the same.
 Deddy : right
 Chandra : I feel like...
 Deddy : we are brothers now.
 Chandra : cytokine brothers.

Context: Speech occurred because the speech participants had the same experience, namely experienced a cytokine storm.

The data above shows a picture of the identity of the speaker and speech partner. The speaker is a male artist who is working on creating contents in the form of podcasts on the YouTube channel. The topics raised are always actual so that the audiences are attracted to them. The speech partner is a man named Chandra Liow. He is an actor, director, content creator, and YouTuber.

Based on the explanation above, it shows that element of participants was found in virtual speech data. This statement is also supported by Rahardi (2020a) who stated that the element of participants is contained in virtual speech or in a cyberpragmatics perspective. The existence of this element is also used as a reference in determining the objective of speech. Therefore, it can be concluded that element of participants has been found in the speech data.

Ends

This element describes the objective or expectation of an utterance (Wardhaugh, 2015). The objective of the utterances of the speech participants, both speakers and speech partners, can be identified through this element. Data related to the findings are shown in the following speech.

Gus Yaqut : our job is only to convey Sir, not to determine.
 Deddy : oh, this is interesting..

Context: This speech discussed the speakers' responses regarding the gap between culture and religion. This discrepancy was related to the culture of ancient people who wore kemben. Meanwhile, the teachings of Islam teach its followers to cover their genitals. However, not all them apply these teachings.

The data above shows an overview of the objective of speakers and speech partners. The speaker aimed to provide information, while the speech partner responded with arguments that show enthusiasm. Even so, the speech participants had the same objective, which was to provide information to the podcast listeners.

Based on the explanation above, it shows that element of ends was found in the speech data. Nevertheless, the element contained in this virtual speech experience a shift. The objective of the speech is no longer limited to the speaker and the speech

partner. However, both of them have one goal in common, which is to provide information to the public. This statement is in line with the opinion of Mey (2003) which stated that the objectives in virtual speech are multi-purpose.

Act Sequence

This element describes the form, content, and accuracy of the words used by the speech participant in speaking. In addition, the speech participants have their own way of using words (Wardhaugh, 2015). The message conveyed must also be factual. Data related to the findings are shown in the following speech.

Deddy : this is amazing habib. (laugh)
 Habib Kribo : yes.
 Deddy : this is really extraordinary on the edges of the abbyss from earlier.

Context: This speech occured after the speaker had discussed the views of the speech partner on Islam and various issues related to the teachings of several other habits who were considered irrelevant. The speaker ended the conversation with an expression of the heart (anxious) while communicating with the speech partner.

The data above shows an overview of the use of words that the speaker chose in speaking. The speakers chose to use words or phrase in the form of expressions to convey messages to speech partner. The phrase "edge of the abyss" was not taken literally. The real intention of the speaker was to convey anxiety because the topic of the conversation was considered dangerous. However, the speaker made an analogy with the phrase.

Based on the explanation above, it shows that the element of act sequence was found in the speech data. The use of words by the speech participants can be observed properly because the data source has been converted into a transcription. The words used in the speech data do not all mean the truth or there are figures of speech. Therefore, the existence of context is very necessary in understanding the meaning of an utterance.

Key

This element describes the use of the participant's tone when speaking. In addition, the way each participant conveys messages or information is reflected in this element (Wardhaugh, 2015). The data related to the findings are shown in the following speech data.

Sri Mulyani : as the minister of finance, I'm "deg" too, ouch, That's right.
 Deddy : yes, ouch. (laugh)

Context: Speech occured when the participants were discussing the economic conditions in Indonesia which had been halted due to the pandemic. The speaker gave a response from the event.

The data above shows a serious tone of speech. In addition, the way the speech partner communicated using hand gestures to illustrate speech. Meanwhile, the speaker responded using expressions (laughing/funny) because the choice of words used by the speech partner was unusual.

Based on the explanation above, it shows that the element of key was found in the speech data. This element can be found because the data source is in the form of a video so that the tone and gestures when speaking can be observed. However, this element may not be detected when the data source is not a video. This statement is supported by the opinion of Rahardi (2020) which stated that the element of key is not found in virtual speech.

Instrumentalities

The element of instrumental provides information regarding the channels used in communicating (Wardhaugh, 2015). This element describes the means used to support communication. The type of speech can also be seen in this element. The data related to the findings are shown in the following speech data.

Ernest: He's like a vulture, It's like flying and then where are the the cocky ones? (laugh)
 Deddy: I'm proud of you. (smile)

Context: This utterance occured when the speaker said that he had received questions regarding the existence of his podcast. He replied, "As long as Indonesians still make mistakes." This means that the existence of the podcast will continue as long as there are still problems that can be discussed in Indonesia.

The data above shows an overview of the means used to support communication, namely the use of podcasts, while the types of speech in the data above are classified as non-formal speech because they do not use standard or formal language.

Based on the explanation above, it shows that the element of instrumentalities was found in the speech data. The use of the means in the speech data above seems to be disguised because the video was uploaded to social media so that listeners have the authority to adjust the sound volume. This was also agreed by Ishihara (2010) who stated that virtual speech no longer requires loudspeakers as a means of communication. However, it cannot be denied that the podcast tools used can support other things like audio clarity.

Norms of Interaction and Interpretation

This element describes the attitude or behavior of the speech participant when speaking (Wardhaugh, 2015). Speech participants have different attitudes when communicating because they are adapted to the speech partners, situations or conditions, and applicable communication norms. The data related to the findings are shown in the following speech data.

- Deddy : bro won't corrupt, right??
 Sandiaga : God willing.
 Deddy : because I was labeled, bro, my podcast, by the audiences, "invited a minister, he left, he was summoned by KPK (Corruption Eradication Commission). Invited another minister, left my podcast, and was summoned, too. I'm sad, I mean when they labeled me. We see people in a positive way, not in a negative way. But it's stressing me out.
 Sandiaga : I watched both of them. They're my friends.
 Deddy : well.
 Sandiaga : and the content was awesome.
 Deddy : well, that.

Context: This speech occurred after the participants had learned about the corruption cases committed by Juliari Batubara (Minister of Social Affairs) and Edhy Prabowo (Minister of Maritime Affairs and Fisheries). These two people had come as resource persons on the speaker's podcast.

The data above shows an overview of the attitudes of the speech participants, especially the speaker. The courage of the speaker to ask a sensitive matter to a minister (speech partner) shows that the two of them have a close friendship, so it will not be a problem. In addition, the call "bro" is certainly irrelevant for use by the speaker because he has a lower social status difference than the speech partner. However, this is not a problem because they are close.

Based on the explanation above, it shows that the element of norms of interaction and interpretation were found in the speech data. The way the speech participants speak can be observed properly because the data source is in the form of video. The way of speaking between speaker and speech partner is related to the speech culture or norms of speech that apply. It can be seen in the explanation above that the way they speak shows a close or intimate relationship. In fact, there are differences in social status between the two.

Genre

This element describes the form of speech or conversation, both the speaker and the speech partner (Wardhaugh, 2015). The data related to the findings are shown in the following speech data.

- Deddy : if you break the fast, pigs can eat, right??
 Gus Miftah : certainly, if they can't eat, we are cruel to them.
 Peserta tutur : (laughing)

Context: Speech occurred when the speaker discussed fasting in Indonesia. The speaker gave several questions related to fasting to the speech partner. The speaker asked a question that intended to trap the speech partner using a word game. However, the speech partner was aware of it.

The data above shows an overview of the speech in the form of question-and-answer. There is a form of question-and-answer speech, both from speakers and speech partners. The speaker asks, while the speech partner responds by answering questions.

Based on the explanation above, it shows that the element of genre was found in the speech data. However, this element is experiencing a shift because it is becoming more free. This statement is in line with Rahardi's opinion (2020a) which stated that the element of genre is present in virtual speech, but experience a shift in character to become more free.

CONCLUSION

Based on the findings and discussion, it can be concluded that the elements of context in speech in a cyberpragmatics perspective on the YouTube channel podcasts are described in eight elements. The eight elements are setting and scene, participants, ends, act sequences, keys, instrumentalities, norms of interaction and interpretation, and genre. There is a shift in

the setting and scene elements of context because two settings were found, namely, the setting when the speech took place and the setting after the speech was uploaded in the form of video on the YouTube channel. The ends element has also experienced a shift because it has multiple objectives; it is not only addressed to the speech partner but to the audiences. Then, genre element also becomes more free in its use.

Based on the results of the findings and discussion above, there are several suggestions that can be implicated in the development of linguistic treasures, especially cyberpragmatics for several parties. For students majoring in Indonesian, the results of this study can be used as a reference or consideration in determining the elements of context in virtual speech. For podcast connoisseurs, knowledge regarding the elements of this context is important as a basis for determining the meaning of speech so that misunderstandings do not occur. For other researchers, this research can be developed so that the elements of contexts are found in virtual speech are more diverse.

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