

Prabowo Speech After Determining as Presidential Election Results: Sociopragmatic Analysis

Anggi Trinanda Harahap^{1*}, Esti Swatika Sari², Ari Kusmiatun³
Universitas Negeri Yogyakarta, Indonesia

Corresponding Author: Anggi Trinanda Harahap anggitrinandaaharahap@gmail.com

ARTICLE INFO

Keywords: Sociopragmatics, Speech Acts, Language Varieties, Prabowo Speeches

Received : 1, December

Revised : 10, December

Accepted: 11, January

©2025 Anggi Trinanda Harahap, Esti Swatika Sari, Ari Kusmiatun: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to analyze speech acts, language varieties, and sociopragmatic aspects in Prabowo Subianto's victory speech within a sociopragmatic framework. The method used is quantitative content analysis, integrating the fields of pragmatics and sociolinguistics. The results of the analysis showed that in his speech, Prabowo used speech acts with declarative and imperative forms, as well as expressive, assertive, directive, and commissive types of speech acts. The functions include competitive, friendly, and collaborative. The use of language varieties is mainly formal, with the dominance of political and religious varieties. In the sociopragmatic context, Prabowo's speech shows an attempt to build an inclusive image, strengthen legitimacy, and emphasize the importance of unity in society. This research contributes to the understanding of political communication and its influence on society in a digital context.

INTRODUCTION

Language has one of the functions as a communication tool used by humans to convey something to other humans (Anwar & Rosyid, 2023; Siregar et al., 2024). In communicating, humans need written and spoken language to express themselves. Oral communication is a communication activity carried out directly between speakers and speakers. While this written communication, in the form of transferring information in the form of written media. Language becomes a tongue connector so that humans can convey the intentions they want to convey to other humans in social interaction. The use of language in interaction aims to achieve an understanding or intention for the communication carried out. (Siagian et al., 2018) There is no doubt that language functions as the main tool in communication, it is certainly very difficult to communicate without language.

Basically, language has been integrated with human life which is used to convey ideas, thoughts, hopes and desires to achieve various interests and functions of each (Fathoni, 2021). Language used by humans can function as a cultural, legal, educational, religious, and other interests. Currently, language has developed not only in the scope of education and communication, but has experienced rapid development in other scopes (Alia & Irwansyah, 2018).

Interactions that use language as a communication tool between speakers and speech partners will form speech acts (Azzahra & Amalia, 2023; Ginting et al., 2024; Iskandar, 2023). With the development of the times, speech acts are not only done in person, but can also be found on platforms. Modern platforms, which are often considered as a style, have turned into a necessity for many people, and they are already very familiar and favored by the public. All of this can happen because of the ease of access, which suits millennials who prefer information that can be accessed quickly.

Along with the changing dynamics of media and communication, the use of the *YouTube* platform in this millennial era can be said to be an easily accessible information dissemination. *YouTube* plays a very important role in shaping the personality of its users through the information it conveys. As part of the audio visual that provides information, the platform not only provides good quality, as well as satisfaction to its users, it turns out that platforms such as *YouTube* can affect the personality of users through the delivery of verbal and visual communication.

Based on this background, researchers are interested in conducting research to find out Prabowo's victory speech reviewed in the framework of sociopragmatics. The selection of Prabowo's victory speech video as the object of this research, because Prabowo's way of inviting his opponents to join together to run the government tends to be in a persuasive form that creates an interesting effect. Prabowo's speech in the video has a significant influence in shaping public opinion (Riri Kumalasari et al., 2024).

This research aims to increase our understanding of the role of speech acts and language varieties that are combined into sociopragmatic discussions in digital communication, especially in the context of Prabowo's speech in his victory speech at the KPU. The results of this study are also expected to increase

our understanding of how social media shapes people's understanding and perspective on significant social issues.

THEORETICAL REVIEW

Illocutionary Acts of Speech

Illocutionary speech act is an attempt or intention of the speaker to achieve a certain effect (Carr, 1978; Sari & Pranoto, 2022; Searle & Vanderveken, 2005). Illocutionary speech acts are speech acts in which something is stated and contains the meaning of saying or in the form of sentences that are meaningful and easy to understand (Chaer & Agustina, 2004). Rahardi said that locutionary speech acts are utterances consisting of certain words, phrases, or sentences (R. K. Rahardi, 2005). Coulthard states that illocutionary speech is an action to express something (Coulthard, 1979). Levinson states that illocutionary speech can include statements, requests, offers, promises, and others based on the conventional power associated with the sentence (Levinson, 1983). Other experts state that illocutionary speech acts are speech acts that give communicative emphasis to speech or discussion (Yule, 2006). It can be concluded that illocutionary speech acts involve the speaker's effort or intention to achieve certain effects, by stating something in the form of sentences that have meaning and are easily understood.

Firstly, forms of Illocutionary Speech. Speech based on its form can be divided into 3 forms. These forms have different formats or presentations. The three forms of speech acts are as follows, 1) declarative; 2) interrogative; and 3) imperative (Zamzani, 2007). Secondly, Types of Illocutionary Acts. John Searle classifies five types of speech acts. The four speech acts include, 1) assertive; 2) directive; 3) commissive; 4) expressive; 5) declarative. (Searle, 1979). Third, function of Illocutionary Acts. Speech acts have functions that are closely related to their purpose. In general, there are four functions of speech acts. The four functions include, 1) Competitive; 2) Friendly; 3) collaborative; and 4) conflict. (Leech, 2016). The four functions each have differences. The difference is reflected in the purpose of each sentence.

Language Variety

Nababan defines language varieties as language differences based on different regions, different social groups or circumstances, language situations and excessive levels of formality and different years or times (Nababan, 1984). Suwito says language varieties are language variations based on the angle of conversation, place of speech, subject matter, and speech situation (Suwito, 1996). Chaer and Agustina define language varieties as language variations that concern what language is used for (Chaer & Agustina, 2004).

One variety of language according to the field or subject matter related to the environment that must choose one variety that is mastered and suitable for that field or subject (Kridalaksana, 1992). The field in question, for example religion, science technology, commerce, art, literature, politics and so on. Language variety based on the level of formality is called language style or *style*. Joss distinguishes five styles, namely: 1) *Frozen style (frozen)*; 2) *Official style*

(*formal*); 3) Consultative style; 4) *Casual style (Casual)*; 5) *Intimate style (intimate)* (Joos, 1967).

Sociopragmatic studies

Sociopragmatics is a study that combines pragmatic science with linguistics (Irawan & Nurhadi, 2020; Krisadewa & Rahardi, 2021; K. Rahardi, 2005). This study not only reviews the pragmatic aspects (speech acts) in the utterance but also the sociopragmatic aspects (language varieties) used. The result of this study will be a comprehensive study of the aspects studied. Aspects that will be analyzed in this study include, speech forms, types of speech, speech functions, language varieties based on level, and language varieties based on field or subject matter (Mustikawati, 2016).

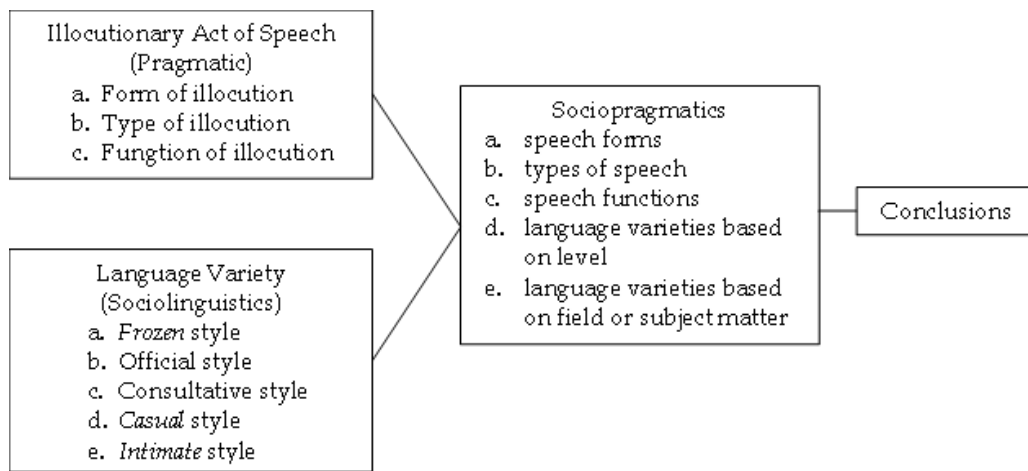


Figure 1. Conceptual Framework

METHODOLOGY

This research uses quantitative content analysis. The use of this method is because what is analyzed is content (content in the form of speech) and requires detailed analysis. (Sheydayi & Dadashpoor, 2023).. The tool used to analyze the speech is a combination of the fields of pragmatic science and sociolinguistics. The merging of the two fields makes a study with sociopragmatic aspects. This study looks at how pragmatic and sociolinguistics are in the same study. The stages in analyzing the data obtained can be depicted in the simple diagram below.

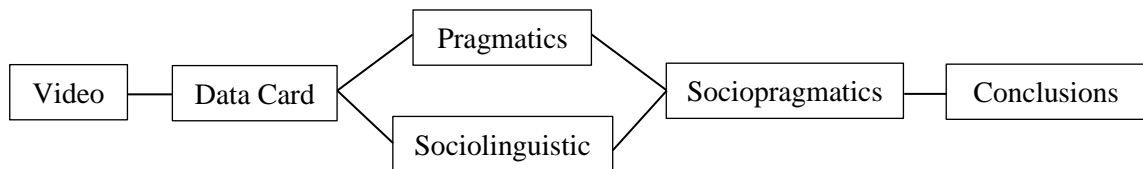


Figure 2. Reaserch Flow Framework

RESULTS AND DISCUSSION

The research's analysis yielded the following important findings, which offer important new information on the topic. The knowledge of Prabowo speech in

sociopragmatic analysis is greatly advanced by these discoveries, which also provide a basis for future research and possible uses. Below, we provide the study's primary findings. From the analysis of the research conducted, the following results were obtained.

Prabowo's speech acts in victory speech

As is well known, speech acts as one of the studies in pragmatic play a fundamental role in the conversation that is carried out (Gabbatore et al., 2023). Prabowo's speech acts in his victory speech will be reviewed from the aspects of form, type and function of the speech. In more depth, it will be explained next.

Prabowo's speech acts in his victory speech

In the aspect of speech act forms, it is generally found that Prabowo in his speech uses imperative and declarative forms of speech acts. Of the two forms of speech acts, Prabowo dominantly uses declarative as many as 39 utterances and imperative as many as 10 utterances. The use of declarative speech acts is because in his speech, Prabowo dominantly conveys or informs information.

The use of directive speech acts by Prabowo in his speech shows his firmness. Prabowo's firmness in this case can be seen in his speech:

- (1) However, we are recognized by the world as the nation that successfully conducted the largest simultaneous elections in world history.
- (2) The world has changed its paradigm.

In the speech, it is clearly seen how Prabowo uses directive speech acts. Every utterance that is uttered certainly has its own meaning (Endang et al., 2020) in its delivery. Referring to speech (1), Prabowo informs that the success in conducting simultaneous elections has been recognized by the world. Whereas in speech (2) it illustrates how to convey an information firmly to the listeners.

The use of this form can also give the impression that it conveys facts that cannot be denied. In a political context, the use of declarative forms is also a strong strategy (Kusmanto, 2019; Santoso, 2008; Setiawaty, 2019). This is because trust and certainty as an image grows and develops among its supporters.

The use of this declarative form creates a strong rhetoric and creates different impacts depending on the target audience listening to the speech (Raharjo, 2012). The response that arises in the community who listens to the speech may be in the form of Prabowo's harsh and arrogant attitude. So it is important to see the context, response and situation in delivering the speech.

In order to shift public perception, Prabowo Subianto is advised to implement a more symbolic and persuasive narrative. Observers argue that without improvements in communication, negative perceptions of Prabowo will be difficult to change. A more inclusive and empathetic narrative is considered capable of reducing his harsh and arrogant views (Sklar, 2013). As such, the public's response to Prabowo's remarks does not only reflect his personal views, but is also influenced by the broader socio-political context and the way he is presented to the public.

Speech acts with imperative forms, which are described by Prabowo, can be seen in the utterances in his speech:

- (3) Once again, I ask for your cooperation.
- (4) Let's explore awareness and love for the country.

The use of this form is because in his speech, Prabowo conveyed orders and invitations. In speeches (3) and (4), Prabowo's invitation is a form of invitation to unite to face the challenges that exist in the future as an Indonesian nation. Prabowo uses imperative speech as a form of convincing and inviting the listeners. (Chen et al., 2023) to participate in doing something. In this speech, Prabowo invites every contestant in the election that has ended to work together.

Types of speech acts inowo's victory speech

In the aspect of the types of speech acts used, Prabowo uses expressive, assertive, directive, and commissive types of speech acts. Prabowo in his speech dominantly used speech acts with expressive types that were uttered 25 times, speech acts with active types 11 times, speech acts with directive types 4 times and commissive type speech acts 9 times.

The use of these types is a form of Prabowo's attitude in responding to phenomena, conveying facts, conveying promises, and conveying his wishes. The following are some of the speech acts expressed by Prabowo in terms of the types of speech acts used.

- (5) Thank you for giving me the honor to say a few words. (expressive)
- (6) This is the demand of the people we must unite we must get along (assertive)
- (7) Whether we are united in the government or outside the government, we are united in fighting for our people. (directive)
- (8) I will prove that I will work to fight for all Indonesian people, including those who did not vote for me. (commissive)

The use of expressive speech acts (speech act 5) illustrates Prabowo's gratitude for the opportunity given to him. The use of this type of speech can also function to foster emotional bonds with listeners. The speech acts conveyed in the expressive type can also be associated with expressiveness (House & Kádár, 2021) which is used when performing the speech.

The speech act with assertive type can be seen in speech 6. The speech act describes how the people's desire for a contestation. However, the contestation has ended so that the contestants must reunite in a big framework called Indonesia.

The type of directive speech acts in Prabowo's utterances in his victory speech can be seen in speech 7. (Kim & Kwon, 2020) which was uttered by Prabowo. Analysis of Prabowo's victory speech (7) reveals significant utilization of directive speech acts. Through imperative statements, Prabowo explicitly directs listeners, not only declaring victory but also motivating them to be optimistic and actively participate in future development efforts. This political communication strategy effectively builds public support and participation.

Prabowo in his speech also used a type of commissive speech act (8). Commissive speech itself has the form of a promise. Prabowo said that he would fight for the people. However, the utterance is only a promise because a promise is a commitment that is not a permanent thing. (Yuan & Lyu, 2022).

The use of speech acts expressed by Prabowo is something that can enrich his speech as a communication tool. The use of these various types can strengthen the impression that Prabowo creates. This can be a language phenomenon in politics how the language of money is used as a representation of the desired image.

Prabowo's speech act function in victory speech

The use of language with certain word choices will certainly affect the intentions that arise. Certain language can create a feeling to the listener (Ansari & Gupta, 2021) if the right words are used. In other words, language that is used to its maximum function will increase the achievement of the desired goal. Speech acts as a form of spoken language have different functions.

The function of speech acts itself will indirectly determine the goals to be achieved. The function of speech acts spoken by Prabowo in his speech is divided into three functions, competitive function, friendly function, and collaborative function. Of the three functions, Prabowo dominantly used speech acts with friendly functions 24 times, speech acts with collaborative functions 22 times, and speech acts with competitive functions 3 times. Some examples of utterances delivered by Prabowo in his speech are as follows.

- (9) Thus I convey and once again in a long campaign full of sharp contestation once again I and brother Gibran apologize if any of our words and deeds are inappropriate or less pleasing to all parties. (friendly)
- (10) What matters now is let's work for our people (collaborative)
- (11) Together we strive to quickly bring about the good of improvement for our people.

The function of speech acts used by Prabowo includes a friendly function. In the friendly function, as found in speech act 9, it illustrates how Prabowo delivered an apology as a form of friendliness that Prabowo has. Apology sentences like the one in the speech can also come with an additional function as a form of self-correction. (House & Kádár, 2021) for things that have happened.

Prabowo's speech act with a collaborative function as can be seen in speech 10 illustrates Prabowo in embracing every aspect that exists to work together in advancing Indonesia.

Prabowo does not only use speech acts with friendly functions, Prabowo also uses competitive functions in his speech. The competitive function presented by Prabowo in speech act 11 aims to request. The competitive function does not always take the form of an utterance with a forcing form but can also take the form of asking.

The language used by Prabowo in his victory speech

The language variety used by Prabowo in his speech is examined from two general divisions. These include variety based on the form used and variety based on the language in terms of certain *didang*.

The language variety used by Prabowo in terms of form is divided into two, frozen form and formal form. The frozen form presented amounted to 5 speeches and the formal form amounted to 44 speeches. In terms of language variety based on the field, in his speech Prabowo used the most dominant political language variety. The utterances in the discussion of language varieties are as follows.

- (12) *The contestation* is over the match is over we are all tired and there may be those among us who are dissatisfied who are disappointed (for-pol)
- (13) It is only to him that we pray and only to him that we ask for help (frozen-religion)

The use of language variety based on its form in Prabowo's speech in Prabowo's victory speech is generally frozen and formal. The use of frozen language varieties is basically a form of language variety whose use is already an unchangeable thing such as the use of greetings. Greetings are encouraged for the development of conversation and contain indicators of politeness (McKeown & Zhang, 2015). In speech 13 is one of Prabowo's speeches that uses the frozen form. The frozen language variety used is an absolute thing and cannot be changed. Whereas in speech 12, it uses a variety of formal forms. The use of formal language varieties is usually used at official events. The use of formal language in it does not have the tendency of familiar relationships. (Trio Putra et al., 2019) between speech partners.

Language varieties when viewed based on the fields used in Prabowo's speech generally use language varieties in the fields of politics and religion. The use of political variety is seen in speech 12 while the use of religious variety is seen in speech 13. In speech 12 and the majority of speeches in Prabowo's speech use political variety due to the context of the conversation. In addition to the context of the conversation, this variety is dominant because Prabowo as a speaker is a politician. Not only that, the majority of listeners in the event are politicians or those who are familiar with politics. Thus, the use of political variety in the utterance delivered by Prabowo is natural and proper.

Prabowo's speech in the victory speech in the study of sociopragmatics

Sociopragmatic study is one of the studies that combines pragmatic and sociolinguistics. In its study, sociopragmatics also examines how language is used and has an effect on power. Not only power, but it also affects social interests and life.

The speech of the president-elect, Prabowo, after the determination of the election results determined by the KPU when viewed from the sociopragmatic side, is an interesting thing to study. As a study material, it can be seen in some of Prabowo's utterances. The utterances are as follows.

- (14) Whether we are in the government or out of the government, we are fighting for our people.
- (15) We feel that we have a great honor, a great trust, we only ask for our prayers, we ask for the blessing of all Indonesian people, of course we always ask for strength from the almighty so that the trust placed on our shoulders is able to be carried out and we are able to provide the best for our people, of course.
- (16) Let us dare to leave our differences let us dare to overcome our feelings

In the speech presented above in speech 14, the speech describes how the situation is after the election. Of course, in the implementation of elections, there must be parties who feel dissatisfied with the results. The use of diction when referring to the context, expresses and uses a variety of political language. The use of diction in this context gives the impression that there is great hope for the parties to work together to build Indonesia. This shows the importance of cooperation in building a great nation. This speech also illustrates Prabowo's efforts to gain an image of a leader who is inclusive and cares for all people.

In utterance 15, there is an attempt to strengthen the legitimacy and support of the people as a whole by emphasizing the honor and trust that the people have given. In addition, the use of diction to ask for blessings and strength from the almighty also gives the impression of spirituality and closeness to religious values in leading. In general, this utterance can be interpreted as an attempt to strengthen legitimacy and deep emotional connection.

Speech 16 can be interpreted as an effort to emphasize the importance of overcoming differences and negative intentions for the sake of unity. This speech is closely related to reconciliation efforts between the parties that debate ideas. Not only at the political elite level but also at the community level to unite with each other. In general, the speech can be interpreted as a form of easing or suppressing tensions arising from the contestation carried out.

In general, the speech delivered by Prabowo is a form of reuniting existing elements. This is because in its development, pragmatic develops from the social dimension (Rajagopalan, 2006) into an evolving knowledge. The sociopragmatic level sees the existing knowledge as a sociopragmatic situation (Eslami et al., 2022) as a state.

CONCLUSIONS AND RECOMMENDATIONS

From the analysis of Prabowo's speech acts in his victory speech, it can be seen that he uses various forms, types, and functions of speech in order to effectively convey his political messages to the audience. In general, Prabowo dominantly uses the declarative form, showing an emphasis on conveying information and facts with strong conviction. The use of the imperative form is also present, signaling a firm attitude and an invitation to unite in facing common challenges.

In terms of speech types, Prabowo uses a variety of types, including expressive, assertive, directive, and commissive. The use of expressive shows an attempt to build an emotional bond with the listener, while assertive asserts his desire or opinion. Prabowo also uses directive speech to give orders or invitations, and commissive speech to convey promises or commitments.

The speech act functions used by Prabowo also vary, with the dominance of friendly and collaborative functions. The use of friendly functions reflects Prabowo's efforts to build good relationships with listeners, while collaborative functions emphasize the importance of cooperation and unity in achieving common goals. Although competitive functions are also used, they are used in smaller amounts, indicating that Prabowo focuses more on cooperation than competition.

From a sociopragmatic perspective, Prabowo's utterances in his speech reflect an attempt to influence social and political dynamics through the use of language. The messages delivered by Prabowo aimed to unify and strengthen the legitimacy of his leadership, while responding to the demands and expectations of various parties in society. Thus, Prabowo's victory speech can be seen as a complex and strategic effort in building his image and gaining support from the public.

FURTHER STUDY

Limitations in the research conducted only focus on the sociopragmatic analysis conducted on Prabowo's victory speech videos in the election. In addition, access to videos can be limited, with some videos possibly being restricted or deleted during the research, thus affecting the completeness of data collection. For future research, it is recommended to involve multiple researchers to minimize subjectivity in coding and improve consistency of findings. Expanding to a more diverse sample of videos would help strengthen generalizability. Also, the application of artificial intelligence (AI) technology in the analysis could improve efficiency and objectivity.

ACKNOWLEDGMENT

I would like to express my gratitude to people help me and also give idea and suggestion for this article that were provided throughout the writing of this article. The idea and suggestion that are provided really aid in improving the quality of this work. I hope that I can continue to use the knowledge that has been gained from the following research. This article is an attempt to provide insight into the master's degree that is being carried out. This article is presented without any financial grants in the writing or data collection.

REFERENCES

- Alia, T., & Irwansyah, I. (2018). Pendampingan Orang Tua pada Anak Usia Dini dalam Penggunaan Teknologi Digital [Parent Mentoring of Young Children in the Use of Digital Technology]. *Polyglot: Jurnal Ilmiah*, 14(1), 65. <https://doi.org/10.19166/pji.v14i1.639>
- Ansari, S., & Gupta, S. (2021). Customer perception of the deceptiveness of online product reviews: A speech act theory perspective. *International Journal of Information Management*, 57. <https://doi.org/10.1016/j.ijinfomgt.2020.102286>
- Anwar, Y. K., & Rosyid, M. (2023). KAJIAN SOSIOLINGUISTIK PENGGUNAAN BAHASA DI LINGKUNGAN PONDOK PESANTREN PUTRA AL ANWAR 3 SARANG REMBANG. *Lingue : Jurnal Bahasa, Budaya, Dan Sastra*, 5(2), 103–118. <https://doi.org/10.33477/lingue.v5i2.6258>
- Azzahra, N. A., & Amalia, N. (2023). ANALISIS TINDAK TUTUR LOKUSI, ILOKUSI DAN PERLOKUSI PADA ACARA TALKSHOW KICK ANDY. *Asas: Jurnal Sastra*, 12(1), 12. <https://doi.org/10.24114/ajs.v12i1.42211>
- Chen, A., Zhang, Y., Liu, Y., & Lu, Y. (2023). Be a good speaker in livestream shopping: A speech act theory perspective. *Electronic Commerce Research and Applications*, 61. <https://doi.org/10.1016/j.elerap.2023.101301>
- Coulthard, M. (1979). *An introduction to discourse analysis (applied linguistics and language study)*. Routledge.
- Endang, S., Syukur, H., Soe' oed, R., Widyatmike, D., & Mulawarman, G. (2020). TINDAK TUTUR REMAJA SEBAGAI ANAK TUNGGAL DALAM INTERAKSI SEHARI-HARI DI KELAS: KAJIAN SOSIOPRAGMATIK. *Diglosia*, 3, 445–454. <http://diglosiaunmul.com/index.php/diglosia/article/view/128>

- Eslami, Z. R., Raeisi-Vanani, A., & Anani Sarab, M. R. (2022). Variation Patterns in Interlanguage Pragmatics: Apology Speech Act of EFL Learners vs. American Native Speakers. *Contrastive Pragmatics*, 2(6). <https://doi.org/10.1163/26660393-bja10068>
- Fathoni, F. (2021). Pentingnya Penguasaan Bahasa Arab Bagi Pendakwah. *MODELING: Jurnal Program Studi PGMI*, 8(1), 140–152.
- Gabbatore, I., Marchetti Guerrini, A., & Bosco, F. M. (2023). The fuzzy boundaries of the social (pragmatic) communication disorder (SPCD): Why the picture is still so confusing? In *Heliyon* (Vol. 9, Issue 8). Elsevier Ltd. <https://doi.org/10.1016/j.heliyon.2023.e19062>
- Ginting, A. G. B., Selina, A., Simanjuntak, S. M., Simanjuntak, R. A., Ulitona, A. R., Manik, A. K., Maraendar, A., Sipayung, D. E., & Puteri, A. (2024). Suara yang Berbicara: Memahami Tindak Tutur Ilokusi Ekspresif Melalui Podcast Denny Sumargo. *AR-RUMMAN: Journal of Education and Learning Evaluation*, 1(2), 570–579. <https://doi.org/10.57235/arrumman.v1i2.4198>
- House, J., & Kádár, D. Z. (2021). Altered speech act indication: A contrastive pragmatic study of English and Chinese Thank and Greet expressions. *Lingua*, 264. <https://doi.org/10.1016/j.lingua.2021.103162>
- Irawan, D., & Nurhadi, D. (2020). Penggunaan Omoiyari Hyougen Dalam Serial Animasi Death Note Karya Tsugumi Ohba: Kajian Sosiopragmatik. *Jurnal Hikari*, 4(1).
- Iskandar, Moh. W. H. (2023). PENGGUNAAN TINDAK TUTUR REPRESENTATIF DALAM MAJELIS TAKLIM SABILU TAUBAH DI KARANGGAYAM BLITAR. *STILISTIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, 8(2), 167–173. <https://doi.org/10.33654/sti.v8i2.2321>
- Joos, M. (1967). *THE FIVE CLOCK: A LINGUISTIC EXCURSION INTO THE FIVE STYLES OF ENGLISH USAGE*. Harcourt, Brace & World.
- Kim, A., & Kwon, I. (2020). Hortatives, imperatives, and the directive speech-act continuum: A usage-based approach to the Korean -ca hortative construction. *Lingua*, 245. <https://doi.org/10.1016/j.lingua.2020.102928>
- Krisadewa, M. F., & Rahardi, K. (2021). Bahasa Jenaka Di Kalangan Mahasiswa: Kajian Sosiopragmatik. *TANDA: Jurnal Kajian Budaya, Bahasa Dan Sastra (e-ISSN: 2797-0477)*, 1(04), 20–41.
- Kusmanto, H. (2019). DECLARATIVE ILLOCUTIONARY ACTS ON THE 2019 ELECTION NEWS DISCOURSE: POLITOPRAGMATIC STUDY TINDAK TUTUR ILOKUSIONER DEKLARATIF PADA WACANA BERITA PEMILU 2019: STUDI POLITIKOPRAGMATIK. *Jurnal Kata: Vol*, 3(1).
- Leech, G. N. (2016). *Principles of Pragmatics*. Routledge.
- McKeown, J., & Zhang, Q. (2015). Socio-pragmatic influence on opening salutation and closing valediction of British workplace email. *Journal of Pragmatics*, 85, 92–107. <https://doi.org/10.1016/j.pragma.2015.06.012>
- Mustikawati, D. A. (2016). Alih kode dan campur kode antara penjual dan pembeli (Analisis pembelajaran berbahasa melalui studi sociolinguistik). *Jurnal Dimensi Pendidikan Dan Pembelajaran*, 2(2), 23–32.
- Rahardi, R. K. (2005). *Pragmatik: Kesantunan Imperative Bahasa Indonesia / R. Kunjana Rahardi*. Erlangga.

- Raharjo, B. (2012). *Bahasa Pada Dialog Iklan Produk - Produk Pt Unilever Tbk Ditelevisi Swasta Indonesia (Kajian Pragmatik)* [Doctoral Dissertation]. UNS (Sebelas Maret University).
- Riri Kumalasari, Leni Novita Sari, Silfira Catur Januarista, Tommi Yuniawan, & Qurrota Ayu Neina. (2024). Tindak Tutur Ilokusi pada Video Pidato Kemenangan Prabowo-Gibran di Channel YouTube CNBC Indonesia. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 2(3), 172–186. <https://doi.org/10.47861/tuturan.v2i3.1082>
- Santoso, A. (2008). Penggunaan Gramatika dalam Wacana Politik: Studi Representasi Bahasa sebagai Sistem Makna Sosial dan Politik. *Diksi*, 15(2).
- Sari, P. I., & Pranoto, B. E. (2022). an Analysis of Illocutionary Act and Perlocutionary Act Towards the Queen Elizabeth'S Speech Entitled We Will Succeed and Better Days Will Come. *Linguistics and Literature Journal*, 3(1), 24–33.
- Setiawaty, R. (2019). Analisis tindak tutur asertif dalam ILC episode kembali Mega versus SBY: Kajian pragmatik. *Prosiding University Research Colloquium*, 283–289.
- Sheydayi, A., & Dadashpoor, H. (2023). Conducting qualitative content analysis in urban planning research and urban studies. In *Habitat International* (Vol. 139). Elsevier Ltd. <https://doi.org/10.1016/j.habitatint.2023.102878>
- Siagian, E. S. L., Suwandi, S., & Andayani, A. (2018). SPEECH ACTS AND FUNCTIONS OF EXPRESSIVE SPEECH OF POLISH BIPA LEARNERS AT UPT BAHASA UNS. *Lingua Didaktika: Jurnal Bahasa Dan Pembelajaran Bahasa*, 12(1), 12. <https://doi.org/10.24036/ld.v12i1.10135>
- Siregar, U. A., Silvi, N., Hasibuan, W., & Rambe, N. F. (2024). Bahasa sebagai Alat Komunikasi Dalam Kehidupan Manusia. *Jurnal Hata Poda*, 2(2), 95–104. <https://doi.org/10.24952/hatapoda.v2i2.10535>
- Sklar, H. (2013). *The art of sympathy in fiction*.
- Suwito. (1996). *Sosiolinguistik*. Sebelas Maret University Press.
- Trio Putra, E., Noor Rosa, R., & and, N. (2019). THE ANALYSIS OF SPEECH STYLE USED BY ELLEN DEGENERES IN ELLEN TALK SHOW. *E-Journal of English Language and Literature*, 8(3). <http://ejournal.unp.ac.id/index.php/jell>
- Yuan, W., & Lyu, S. (2022). Speech act matters: Commitment to what's said or what's implicated differs in the case of assertion and promise. *Journal of Pragmatics*, 191, 128–142. <https://doi.org/10.1016/j.pragma.2022.01.012>
- Yule, G. (2006). *Pragmatik*. Pustaka Pelajar.
- Zamzani. (2007). *Kajian sosiopragmatik* (H. Purwadi, Ed.). cipta pustaka.