

Perlocutions of 2024 Indonesian General Election: A Cyberpragmatics Perspective

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ABSTRACT Studies on cyberpragmatics have revealed that perlocution or an act of speaking for persuasion the meaning of language can no longer be solely interpreted from traditional pragmatic perspectives. This is especially the case in the context of rapid technological advancement. Built on this cyberpragmatics theory on the function of language, this study aims to describe the perlocutions of the 2024 elections on social media from a Cyberpragmatics perspective. Drawing on descriptive qualitative method, this study focuses on the manifestations of perlocution in netizens' comments about the 2024 elections. The research data comprises excerpts of utterances containing manifestations of the 2024 election perlocutions. The substantive data sources for this research are written texts found on social media, specifically from the official *cnidpolitik* account in July 2023 with the theme "Presidential and Vice-Presidential Candidates." Data were collected using the observation method. The techniques employed include recording and note-taking. Prior to data analysis, data validity was ensured through data triangulation. The analytical method applied is extralingual analysis. The technique employed is the comparative linkage analysis, particularly the technique of comparative linkage equalization. This study yields the following findings regarding the perlocutions of the 2024 elections: (1) emphasizing sentiments (directly); (2) emphasizing sentiments (indirectly); (3) building misconceptions; (4) determining choices; (5) determining choices (accompanied by invective); (6) displaying neutrality; (7) satirizing (authorities); (8) satirizing (individuals); and (9) fostering turbulence.

KEYWORDS *Cyberpragmatics; Perlocutions; Indonesia 2024 Election.*

INTRODUCTION

The presence of social media has become an almost essential need for society. Social media serves not only as a platform for sharing information but also as a means to assert one's existence in social interactions. Unfortunately, this phenomenon is not always accompanied by responsible and ethical behavior in the realm of social media. It is common to encounter various provocative posts and comments, even mutual insults, as a result. Through the use of language, individuals can readily identify the affiliations or origins of other individuals or groups. Consequently, language simultaneously serves as a tool for

identification and a means for social control (Yanti et al., 2019).

A unique linguistic phenomenon is observed in the context of political events in Indonesia, particularly in the context of the 2023 presidential election campaign on social media. Data from the Association of Indonesian Internet Service Providers and the Internet Society Indonesia Chapter (called as APJII) indicates that Indonesia is one of the countries with increasing internet and social media user penetration rates. According to APJII's report, in 2023, there were 215 million internet users in Indonesia, with a penetration rate of 78.19%,

which continues to grow annually (APJII, 2023). To provide a clearer picture, Figure 1 presents data on internet user penetration in Indonesia based on APJII's research.

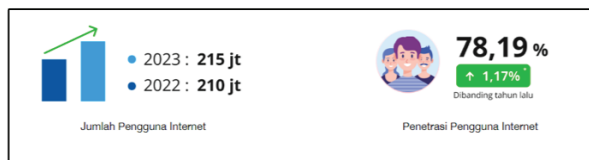


Figure 1. Internet users in Indonesia (APJII, 2023)

In line with APJII's study, based on data released by the US Census Bureau as cited on the We Are Social website, it is reported that as of January 2023, there were approximately 212.9 million internet users in Indonesia, with an internet penetration rate of 77.0 percent. Furthermore, there were 167.0 million social media users in January 2023, equivalent to 60.4 percent of the total population. As illustrated in Figure 2.

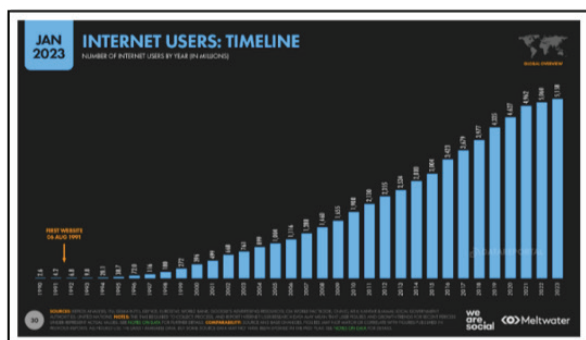


Figure 2. Internet Users in Indonesia based on US Census Bureau

In line with the evolution of information technology, especially the advent of social media, a new set of strategies is required for presidential candidate and their supporters to effectively engage with both the electorate and their constituent supporters. This dynamic has transformed the social media landscape into a bustling platform for political campaigning, actively utilized by presidential candidates and their supporters.

The use of language as a political instrument can be achieved through various means, with one such avenue being the utilization of the social media platform Instagram. Instagram currently ranks as the world's second most popular social media platform (Wearesocial.com, 2023). Consequently, during the 2024 presidential campaign, political actors have vigorously endeavored to construct and promote the images of their aspiring leaders on Instagram. Each post related to presidential and vice-presidential candidates inevitably triggers reactions from netizens. These netizen comments serve diverse purposes, from praising favored candidates to employing harsh language and derogatory remarks towards their opponents, thus inciting reactions from the opposing supporters.

The fundamental function of language is to facilitate intellectual development (Sudaryanto, 2016). When language is instead utilized to demean, insult, and vilify others, it fails to serve any intellectual advancement. If the outcome of linguistic expression is social animosity, it lacks the nurturing of intellectual growth. At a more foundational level, language operates as a means of reinforcing collaboration. Language exists to fulfill a societal role, fostering relationships among individuals, both horizontally and vertically (Pranowo, 2020).

When netizens' comments fuel chaos and strife among themselves, it is imperative to acknowledge that the collaborative function of language remains unrealized. Engaging in the denigration and censure of others with crude language, specifically in the context of the 2024 presidential election,

represents a deviation from the genuine purpose of language. Language has been misappropriated, resulting in disorder within society. In light of this, social media platforms need to redefine their role as a facilitator of social cohesion and communication among community members.

Several prior studies on cyberpragmatics have delved into pertinent perspectives, such as Rahardi (2020a), who concentrated on the illocutionary aspects of hoax-related news on Covid-19 and extracted pragmatic meanings from the news. Although studies using cyberpragmatic perspective have been conducted, they diverge in their focus. Faisal & Rahmat (2021) and Kusmanto & Widodo (2022) examined forms of politeness and impoliteness in social media interactions. Cyberpragmatic research should not solely discern forms of speech acts but should also understand the ramifications of these speech acts in the realm of social media. Gonggor & Margareta (2021) and Pratama (2022), also employing a cyberpragmatic perspective, concentrated on speech act forms within the context of Facebook. Their research predominantly provided general descriptions of speech acts and illocutions. Therefore, the essence of this study can be perceived as connected to these research efforts, as both address speech acts, with the previous studies focusing on illocutions and the present study on perlocutions.

The theoretical foundation of this study rests upon cyberpragmatics theory (Indrayani & Johansari, 2019; Yus, 2011). These theories assert that due to rapid technological advancements, the meaning of language can no longer be solely interpreted

from traditional pragmatic perspectives. In cyberpragmatics, data sources are not derived from face-to-face natural language interactions, but rather from digital environments facilitated by smart devices. As elucidated by Locher (2013), the locational data sources in cyberpragmatic research encompass social media platforms, such as Instagram, Twitter, Facebook, websites, blogs, and more.

Cyberpragmatics serves as a robust theoretical foundation for analyzing the intricate dynamics of digital communication, specifically in online contexts where traditional face-to-face cues are absent. It focuses on how linguistic acts are interpreted, influenced, and responded to in cyberspace, where the constraints and affordances of digital media shape both message delivery and reception (Rahardi, 2023). In digital spaces, users actively navigate and construct meanings through comments, likes, shares, and other interactions that enable complex pragmatic exchanges (Yus, 2016). The theory of cyberpragmatics allows researchers to investigate the nuanced intentions, meanings, and impacts embedded within online discourse, recognizing that digital interactions involve distinct modes of expression and interpretation (Yus, 2011). This perspective is essential for exploring the perlocutionary effects of netizen comments within the 2024 Indonesian General Election context, where social media has become a primary arena for political discourse (Díaz-Pérez, 2013). Through cyberpragmatics, this research can effectively analyze how netizens' linguistic choices on social media influence others' perceptions, emotions,

and responses within a politically sensitive environment, thus revealing the intended and actual impacts of online communication in shaping public opinion.

The empirical justification for applying cyberpragmatics to this research lies in the unique communication characteristics of digital platforms, which are central to contemporary political discussions. In the context of the 2024 Indonesian election, social media channels like *cnnidpolitik* allow users to engage directly in political discourse, often influencing broader societal attitudes and reactions. Unlike face-to-face settings, where contextual information such as tone, body language, and immediate feedback guide interpretation, online interactions rely heavily on text, symbols, and asynchronous feedback, creating a distinct communicative environment (Orsini-Jones, 2018). Cyberpragmatics provides tools for decoding these exchanges, allowing researchers to understand how users perform speech acts and create perlocutionary effects in the absence of physical context (Olshtain & Treger, 2023). This theory is particularly suitable because it addresses how digital users deploy language strategically to elicit responses that align with their political views or ideologies. By applying cyberpragmatics, this research can empirically capture the influence of netizen comments on social media, demonstrating how digital interactions extend beyond individual expression to impact collective political sentiment. Consequently, cyberpragmatics is not only relevant but essential in understanding how language functions in the digital sphere, making it well-suited to

investigate perlocutionary acts within the high-stakes discourse of Indonesia's 2024 election.

This study aims to critically analyze the influence of posts on the *cnnidpolitik* account regarding Indonesia's 2024 presidential election, with a specific focus on the perlocutionary effects within netizen comments. The primary aim is to uncover not only the extent of these comments' influence but also to elucidate the underlying intentions expressed within the social media discourse. Through an evaluation of the virtual external context, this research endeavors to precisely interpret the intentions driving each instance of perlocutionary impact (Taguchi, 2015). By adopting a cyberpragmatic perspective, this study intends to provide a comprehensive account of the perlocutionary effects evident in netizen responses to the 2024 election discourse on *cnnidpolitik*. The thesis arguments of this research are twofold. First, this research posits that netizen comments on *cnnidpolitik*'s posts concerning Indonesia's 2024 presidential election exert a discernible perlocutionary impact, revealing underlying intentions within digital political discourse through a cyberpragmatic lens. Second, the study argues that examining the perlocutionary effects within netizen interactions on *cnnidpolitik*'s 2024 election coverage can illuminate the broader influence of social media discourse on public opinion and political engagement in Indonesia's digital sphere.

The significance of this research lies in its dual contributions to both theoretical understanding and practical applications in the field of cyberpragmatics. Theoretically,

this study advances the scholarly exploration of perlocutionary effects within online political discourse by contextualizing them within the Indonesian sociopolitical landscape. By examining netizen interactions through a cyberpragmatic lens, it contributes to a more nuanced understanding of how digital communication influences political engagement and public opinion formation in emerging democracies. Practically, the findings of this research are valuable for media practitioners, policymakers, and social media platforms in fostering healthier online interactions, especially in politically sensitive times. This study provides insights that can guide interventions aimed at mitigating divisive rhetoric and enhancing respectful discourse across digital platforms. Additionally, by emphasizing the impact of netizen comments and interactions, the research underscores the importance of responsible digital citizenship, encouraging users to recognize the power of their online expressions. Ultimately, this study not only enriches academic discourse but also serves as a tool for cultivating a more informed and empathetic digital public sphere, vital for democratic resilience.

METHOD

This study employs a descriptive qualitative design aimed at capturing and describing language phenomena in the societal context, specifically within digital communication about the 2024 Indonesian presidential election (Mahsun, 2014; Matsumoto, 2007). The population in this study includes all netizen comments posted on the *cnnidpolitik* Instagram account

regarding the 2024 presidential election in Indonesia. From this population, a purposive sampling technique was utilized to select a representative sample of comments that contain explicit perlocutionary acts. This non-random sampling method was chosen to ensure that the data captured are directly relevant to the study's objectives, focusing on comments with observable perlocutionary manifestations.

The unit of analysis for this research is each individual netizen comment that demonstrates perlocutionary effects on the *cnnidpolitik* Instagram account. The data consist of 86 selected utterances, gathered from public comments and documented as excerpts of discourse reflecting the perlocutionary acts identified within the context of the 2024 election discussions. These utterances were collected through the observation method, specifically employing an uninvolved conversational observation approach. This means the researcher did not interact with the commenters but rather observed and recorded public data available on the platform. Techniques for this data collection method included systematic recording and note-taking to document relevant comments accurately.

Data collection followed a systematic procedure: first, relevant comments were identified and recorded; then, these were inventoried and filtered to select those containing perlocutionary acts. Afterward, the selected comments were classified and categorized according to their type and context. Following the data collection, data validity was ensured through triangulation with relevant theories (Sudaryanto, 2016).

In the data analysis phase, the extralingual analysis method—also known as extralingual parallel analysis—was applied, with the use of a comparative linkage technique emphasizing equivalence (Mahsun, 2006, 2014). Finally,

DISCUSSION

In this study, all the data share the same context, which revolves around posts on the official *cnmidpolitik* account featuring information about the 2024 presidential and vice-presidential candidate line-up and the electability infographics of each candidate. These infographics are based on surveys conducted by prominent Indonesian survey institutions, including Lembaga Survei Indonesia, LSI Denny JA, and Voxpol Center Research & Consulting, spanning from July 1 to August 2, 2023.

the findings are presented using an informal presentation method, where the analysis is expressed in descriptive terms rather than quantitative metrics.

Based on the collected, classified, typified, and triangulated data, a specific methodology and technique were employed to analyze the perlocutionary effects of the 2024 election, resulting in the findings presented in Table 1. To support the presentation of research findings, this study includes several quotations from netizen comments. To enhance readability, these quotations are originally in Indonesian accompanied by the English version without altering their intended intention and meaning.

Table 1. Perlocutionary Impact of the 2024 Election

No	Type of Perlocution	Number of Utterance
1	Satirizing (authorities)	14
2	Satirizing (individuals)	1
3	Emphasizing sentiment (directly)	31
4	Emphasizing sentiment (indirectly)	12
5	Displaying neutrality	6
6	Determining choices	11
7	Determining choices (accompanied by invective)	6
8	Building misconceptions	3
9	Fostering turbulence	1
Total		86

Satirizing (authorities)

Netizens' actions on social media appear to be incessantly searching for the faults of individuals, particularly when someone is targeted to become the subject of derision and derogation. The perlocutionary impact of sarcasm (towards authorities) carried out by netizens on *cnmidpolitik*'s Instagram posts totals 14 utterances, targeting several

subjects, including survey institution organizers and the government.

Data 1

“Bisa ae para survey boneka pesanan penguasa, spill muka bosnya dong, semakin bergelar, semakin menjilat, begitulah kura-kura”.

[It is possible that these survey institutions are ordered by the government. Please show us the faces of the survey coordinators.]

Data 2

“Penggiringan opini sudah dimulai, hasil survey ini dijadikan salah satu dasar untuk membenaran jika diakhir perhitungan suara pusat ada sunami”.

[The shaping of public opinion has already begun, with the results of this survey being used as one of the foundations for justification if the final vote tally does not align with expectations.]

Data 3

“Agar pilpres 2024 fairplay, Prabowo dan Ganjar harus dinonaktifkan, enak aja, tiap hari sosialisasi keliling Indonesia dengan biaya negara”.

[To ensure a fair play 2024 presidential election, Prabowo and Ganjar should be temporarily suspended. It's too easy for them, going on daily nationwide campaigns at the state's expense.]

Satirizing (individuals)

In addition to satirizing authorities, netizens also respond to *cnnidpolitik's* posts by satirizing individuals, although only one utterance of this nature was found. Netizens satirize the supporters of the opposing side who have low electability.

Data 15

“Yang gak suka sama Pak Anies, takut ya, takut kalah jagoannya”.

[Those who don't like Mr. Anies (name of a presidential candidate), are they afraid, fearful of losing their favorite candidate.]

Emphasizing sentiment (directly)

Internet users (netizens) have their own stigmas regarding the 2024 presidential candidates. Netizens with negative stigmas towards one of the presidential candidates employ various methods to express their disapproval, including intensifying sentiment directly by singling out an individual as the object of ridicule. Perlocution, specifically the direct intensification of sentiment, is the most frequently encountered perlocutionary impact. Here are a few examples of the data.

Data 19

“Masih milih PDIP? Mafia semua isinya”.

[Still supporting PDIP (one of the parties in Indonesia)? It is all filled with mafia]

Data 21

“Anies sih kagak laku di mana-mana soalnya ngeri banget kalau dia yang jadi presiden!! Hancur negara! Udah kagak bisa kerja, bikin proyek asal-asalan, bisa-bisa menterinya 100 orang modal Anies Cuma mike dan panggung”.

[Anies is just not feasible anywhere because it's truly terrifying if he becomes president!! The country will be ruined! He can't even work properly, just creating haphazard projects.]

Data 34

“Gagal pilpres 3x ibarat gagal pinalti 3x. Contoh partai yang gak demokratis dari ribuan kader masak lo lagi lo lagi. Kalau di swasta mah gagal capai target 1x mah udah disuruh resign”.

[Failing in the presidential election three times is like missing a penalty kick three times. Examples of parties that are undemocratic with thousands of cadres, why are you still at the same person? In the private sector, failing to achieve a target

even once would result in being asked to resign.]

Emphasizing sentiment (indirectly)

In contrast to the perlocution of directly intensifying sentiment, at this point, netizens employ implicit objects for ridicule. Readers are required to understand the intended context; they must comprehend the news related to the previous presidential and vice-presidential candidate announcements. However, perlocution like this is considered safer as it does not directly pinpoint the object of derision.

Data 53

“Jangan militer deh, kasus korupsi pengadaan helikopter aja gak jelas endingnya. Pengadaan militer tapi terdakwa kasusnya hanya pihak swasta doang itu aneh”.

[Military involvement is not advisable; even the procurement of helicopters for military use lacks a clear resolution.]

Data 57

“Jangan pilih partai yang intoleran yang menakuti rakyat dengan jualan ayat dan mayat”.

[Do not choose a party that is intolerant and scares the people by peddling verses and corpses.]

Data 58

“Jangan pilih capres yang suka nonton film BF”.

[Do not choose a presidential candidate who has a hobby of watching BlueFilm.]

Displaying neutrality

Not all netizens respond to the news posts about the 2024 presidential election on *cnmidpolitik* by criticizing each other; some netizens also exhibit neutrality in their behavior and comments.

Data 60

“Orang pintar cerdas tahu harus milih siapa ntar, mau Prabowo Anies atau Ganjar siapa pun presidennya kita dukung sebagai manusia cerdas pintar demi NKRI yang tercinta”.

[Intelligent and wise people know who to choose. Whether it's Prabowo, Anies, or Ganjar, whoever becomes president, we, as intelligent and wise individuals, support for the sake of our beloved Indonesia.]

Data 63

“Pilihlah dengan hati Nurani masing-masing, jangan kita menjelek-jelekkan salah satu calon. Bagaimanapun mereka putra-putra terbaik bangsa ini dan telah berbuat untuk bangsa aini, mawas diri, kita udah bisa apa, dan siapa kita”.

[Choose with your own conscience, let's not denigrate any of the candidates. After all, they are the best sons of this nation and have contributed to our nation. Let's be humble, consider, what have we accomplished, and who are we.]

Determining choices

The efforts of netizens in supporting political contestation are carried out in various ways, one of which is proudly displaying their choices, namely the presidential and vice-presidential candidates, who are believed to be capable of transforming Indonesia for the better. As seen in the following data.

Data 66

“Terserah kalian mau taruh Pak Anies di mana kek, urutan ke berapa kek, pak anies tetep udah di hati rakyat, jadi ya nggak ngaruh apa-apa. Pak Anies presiden 2024-2029”.

[It's up to you where you want to place Mr. Anies, whatever position you want to assign him, Mr. Anies is still in the hearts of the people, so it doesn't matter. Mr. Anies for president 2024-2029.]

Data 72

“Rakyat cerdas pilih Pak Prabowo presiden 2024”.

[The smart people choose Mr. Prabowo for president in 2024.]

Determining choices (accompanied by invective)

In making their choices, individuals express them in various ways, such as by directly indicating their preference or by not doing so explicitly, meaning they prefer to remain silent and keep their choice hidden. However, based on the data obtained, there are expressions by netizens that reveal their preferences and are accompanied by derogatory remarks towards political opponents.

Data 78

“Siapapun yang jadi presiden dan wakil, mau Prabowo atau ganjar itu sama aja padahal gimik aja mereka itu. Sudah ada kontrak politik dengan rezim/sistem yang sudah berjalan saat ini. Jadi 1-2 periode ke depan akan sama aja. Akan beda kalau anis yang jadi presiden, pasti akan ada perubahan”.

[Whoever becomes president and vice president, whether it's Prabowo or

Ganjar, it's all the same because they're just gimmicks. There is already a political contract with the current regime/system. So, in the next 1-2 periods, it will be the same. It will be different if Anis becomes president; there will definitely be a change.]

Data 81

“InsyaAllah, Prabowo presiden. Sudah tentu siapapun calonnya kalau surveinya terbawah tidak akan percaya dengan survey itu. Kalo nanti faktanya Anies kalah, jurus lama dipakai Kembali “merasa dicurangi” eh demo lagi terutama gerombolan wiro sableng, karena pendukung Anies sekarang kebanyakan adalah pendukung Prabowo dulu, yang sakit hati dan dendam kesumatnya belum habis”.

[God willing, Prabowo will be the president. Certainly, whoever the candidate is, if their survey is the lowest, they will not believe that survey. If later, the fact is that Anies loses, the old tactic will be used again, 'feeling cheated,' oh, another demonstration.]

Building misconceptions

Internet users, when commenting on social media, are essentially persuasive. The goal of persuasion is to convince and guide the public to believe in the opinions conveyed. Public opinion manipulation in data 83, 84, and 85 is related to an invitation to abstain from voting, but in reality, the commenter understands that abstaining from voting is not justified. However, they are driven by the goal of 'cultivating public perception to be erroneous.'

The researcher wants to emphasize that the perlocution of cultivating erroneous perception is an outcome, an influence, not the intention itself. Therefore,

'cultivating erroneous perception' is not the intention but rather the effect or influence. Cyberpragmatics, as a research perspective, is highly suitable for interpreting such fake news (Yus, 2011). Here is the data that demonstrates the perlocution of cultivating erroneous perception.

Data 83

"Menangkan golput, jangan mau ditipu oleh partai, aparat, dll".

[Being neutral and do not have preference to particular candidate(s) are a good choice for now.]

Data 84

"Gak perlu labuh-labuhan segala. Golput saja, masalah selesai".

[Just be independent. Do not choose specific candidate. It is better.]

Data 85

"Saya satu pun dari bacapres gak akan saya vote lebih baik golput, karena ke-3 bacapres punya track record yang buruk".

[I won't choose any of the candidates. It's better to remain neutral because all the candidates have a poor track record.]

Fostering turbulence

Creating disturbance is one of the main goals of internet users who comment on the posts by *cnnidpolitik* related to the presidential and vice-presidential candidates in the 2024 election. When the public is in an uproar, the rational and critical awareness of the public tends to drastically decline. Social groups in turmoil usually follow the herd mentality and accept opinions they read without consideration. People will have difficulty distinguishing right from wrong, and typically, one disturbance will lead to

another. The following data can be observed in relation to the impact of perlocution.

Data 86

"Kirain yang tua-tua doang yang ketipu penampilan penguasa sekarang dan calon-calon penerusnya, ternyata yang muda-muda juga, yang sebenarnya mudah untuk tahu informasi juga banyak yang ketipu, penipu itu berhasil ketika banyak yang tertipu".

[Not only the older generation but also the younger one, who seemingly have easier access to information, have been deceived by the appearances of the current rulers and their prospective successors. Deceivers are successful when many are deceived.]

The 2024 Indonesian presidential election, scheduled for February 14, 2024, serves as a political arena for selecting the president. Political elites are increasingly active in promoting the presidential candidates they endorse. The analysis conducted on the research data has yielded nine perlocutionary meanings. Perlocution pertains to the impact or influence of speech acts on something (Rahardi, 2020b).

Perlocution stands at a level one step more intricate than mere intention or meaning. The meaning of discourse intersects with illocutionary acts in pragmatics. Impact or influence interacts with illocutionary acts in pragmatics. These impacts intertwine with perlocution in the realm of pragmatic speech acts (Hassal, 2012). The issue is that the impacts within perlocutionary acts are seldom explored in research, as language studies typically concentrate on locution and illocution. The effects of speech in the cyber (online) realm are typically examined in other fields, particularly

within the domain of communication, for instance, the influence of advertisements for specific products, studied in the context of business and communication. The same advertisements are also explored from a linguistic perspective, primarily focusing on semantic and syntactic elements.

It is imperative to convey that netizen comments scattered across social media platforms can be analyzed from a cyberpragmatics perspective (Locher, 2013). The context integrated into the field of pragmatics, not excluding the context of the internet, is the virtual external context (Mey, 2003). Utilizing this cyberpragmatics perspective, the author has identified nine manifestations of perlocution. The most frequently encountered perlocutionary impact in this research is the direct intensification of sentiment. This perlocutionary impact is oriented toward ridicule and derogation, thereby casting a negative stigma on an individual's identity. Similar to the Javanese saying "*entek golek, kurang amek,*" meaning one will never cease to seek the faults of others, especially when the target is someone who is disliked.

The language employed by netizens in generating perlocutionary effects does not serve to strengthen collaboration and intellectual development. Instead, this language is used to divide and act as a means to disrupt interpersonal relationships. Netizens often engage in mutual insults and validate their own perspectives, which contradicts the views of Karl (2011) and Hassal (2012), who argue that the function of language is to maintain a close rapport with conversational partners. Another crucial point to emphasize is

that the perlocutionary impacts disseminated across social media are not in line with the fundamental function of language, which should ideally promote constructive and harmonious social interaction.

The empirical context of this study highlights the potent influence of digital platforms, particularly during politically charged events like Indonesia's 2024 presidential election. The findings reveal that netizen comments on the *cnnidpolitik* account are not only a form of public opinion but also serve as interactive discourse that shapes perceptions and responses within the online community. This study's analysis of perlocutionary effects demonstrates how netizens employ linguistic strategies to assert opinions, sway others, and express alignment or opposition, creating a dynamic exchange that reflects underlying political and social tensions. Such results underscore the significant role of social media as an interactive medium where pragmatic forces are at play, and discourse extends beyond mere information exchange to actively influence public sentiment. The study situates these interactions within a framework of cyberpragmatics, offering empirical insights into how intention and response manifest uniquely in the digital sphere, where traditional face-to-face contextual cues are absent.

This research contributes to the fields of pragmatics and linguistics by expanding the theoretical understanding of perlocutionary acts in online communication. In analyzing the cyberpragmatic dimensions of social media comments, the study broadens the application of speech act theory to the digital

age, illustrating how traditional pragmatic constructs can be adapted to analyze virtual discourse. This research emphasizes that online interactions are rich in pragmatic significance, as users craft comments with intentionality aimed at influencing public perception. By shedding light on the perlocutionary impact within Indonesia's sociopolitical context, this study also enriches linguistic research focused on culturally specific communication patterns in online settings. Such findings contribute to the ongoing discourse in pragmatics about how digital environments reshape language use, providing a foundation for future research to further explore the nuances of pragmatic functions across global digital communities.

CONCLUSION

Based on the issues outlined in the introduction, the present study is conducted from a cyberpragmatics perspective. This entails leveraging the virtual external context to ascertain the perlocutionary effects of discourse employed by netizens in response to posts on *cnnidpolitik* regarding the 2024 presidential election. The study has identified nine perlocutionary effects, as follows: (1) emphasizing sentiment (directly); (2) emphasizing sentiment (indirectly); (3) building misconceptions; (4) determining choices; (5) determining choices (accompanied by invective); (6) displaying neutrality; (7) satirizing (authorities); (8) satirizing (individuals); and (9) fostering turbulence.

Theoretically, this study contributes to the field of cyberpragmatics by demonstrating how perlocutionary acts

within digital political discourse reveal the underlying intentions and social dynamics of netizen interactions in a high-stakes electoral context. By identifying nine distinct perlocutionary effects, the research provides a nuanced understanding of how language functions in online platforms where traditional pragmatic cues are limited or absent. This exploration of sentiment emphasis, choice determination, and satirical commentary highlights the powerful role of language in shaping public opinion, constructing social realities, and influencing individual attitudes within virtual spaces. Furthermore, the findings underscore the adaptability of speech act theory in digital communication, illustrating that perlocutionary effects can manifest uniquely online, with complex layers of direct and indirect influence. This theoretical insight broadens the applicability of cyberpragmatics, offering a foundation for future research to analyze and interpret digital interactions across various cultural and political settings.

Nevertheless, this study has limitations regarding data availability, as posts on *cnnidpolitik* related to the 2024 presidential election, which present news about presidential and vice-presidential candidates and their respective electability levels, appeared only once within a three-month timeframe. In more comprehensive future research, these limitations can be overcome. The hope is that a greater understanding of the perlocutionary effects will increase public awareness of the true function of social media, which is meant for self-expression rather than mutual insults and derogatory behavior.

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