Journal of Humanity Studies
Volume 2 (1), Tahun 2023, 44 - 50

WHEN TEXT COLLABORATES WITH VIOLENCE LANGUAGE AND SEXUAL VIOLENCE IN SOCIAL MEDIA IN INDONESIA GENDER AND SEXUALITY IDEOLOGIES

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ABSTRACT

This article explores the complexity of the relationship between language and sexual violence in the context of social media in Indonesia. This research investigates gender and sexuality ideologies that permeate digital texts, creating space for the normalization and spread of sexual violence. Through in-depth analysis of various social media platforms, this article explores the impact of language on society's views on gender and sexuality, raising critical questions about the urgency of preventive and educational action to combat sexual violence in the digital realm.
KEYWORDS: digital text, langauge, sexual, sexual violence

INTRODUCTION

Every language spoken will involve speakers and speech partners. In these language activities, interaction occurs between the speaker and the speech partner. Every language conveyed by the speaker to the speech partner must be clear so that the desired aims and objectives are achieved. Before the speaker says something to the speaker, it is necessary to pay attention to the condition of the speaker so that what the speaker conveys can be accepted and does not offend the partner's feelings. Speech acts are individual symptoms, psychological in nature, and their continuity is determined by the speaker's language skills in dealing with certain situations. Of the several types of speech acts that exist, this analysis will focus on expressive speech acts as a tool to see the role of psychopragmatics in learning. Expressive speech acts are part of illocutionary speech acts. Illocutionary speech acts can be interpreted as a form of speech to get the person speaking to do something. Therefore, expressive speech acts are utterances from a speaker so that the interlocutor can carry out what the speaker says. A similar thing was expressed by Laila (2019) who stated that expressive speech is a speech act intended by the speaker so that the speech can be interpreted as an evaluation of the things mentioned in the speech and has several functions in it. Expressive speech has several functions consisting of criticizing/sarcastic, complaining, blaming, congratulating, thanking, flattering, and apologizing.

Language is something that is very important for humans, where humans are social creatures who really need language as an intermediary to communicate. Language is a communication tool organized in the form of units, such as words, groups of words, clauses and sentences that are expressed both orally and in writing. Another opinion states that

language is a human communication system expressed through a structured arrangement of sounds or written expressions to form larger units, such as morphemes, words and sentences (Richards, Platt & Weber, 1985: 153).

Basically, humans communicate using language that has become a convention in the area where they live. In this world there are various languages that have their own systems. For example, Indonesian with its system, English with its system, Japanese with its rules, Russian, Mandarin, Thai and many other languages with their respective systems. Language has several functions, one of which is as a means of socializing both directly (face to face) and indirectly (using intermediary media). Therefore, the use of language becomes effective if there are two or more people using the language. Emotional closeness is a controlled bond obtained by language users because they have the same thoughts obtained through language. In today's modern era, people cannot escape technology that is advanced and continues to develop, for example transportation, communication tools, and others. It's not surprising if someone does something just easily and efficiently. Because, it is made easier by the equipment provided. Communication is no exception. Everyone can reach all parts of the earth very easily. Not only can you hear voices, you can also see faces face to face, even if not directly. This can be done with applications, such as WhatsApp, Mi-Chat, Facebook, Instagram, Line, and others.

Sexual Violence is any act of degrading, insulting, harassing, and/or attacking a person's body and/or reproductive function, due to unequal power and/or gender relations, which results in or could result in psychological and/or physical suffering, including that which disrupts a person's reproductive health. and lost opportunities to carry out education safely and optimally. This research is important to examine to see the extent of psychopragmatic analysis to see online gender-based violence which is a big threat to society. Especially nowadays, the use of the internet for social media is increasingly widespread and rapid. Especially during the pandemic that hit Indonesia, where many people's activities were carried out at home, it is possible that gender-based violence will also increase. Many individual activities during the pandemic, such as working from home or school from home, are still carried out at home using internet technology. Not only for work or study, they also use the internet to interact on social media, such as Instagram, Facebook, Twitter, WhatsApp and Telegram. Instagram and Facebook are social media that provide facilities for users to upload their photos and then allow other people, including strangers, to comment on the photos (Brown, 2018). Therefore, this research deserves further research.

The proposed research delves into the realm of psychopragmatic analysis to unravel the complexities of online gender-based violence, specifically focusing on prominent social media platforms such as Instagram and Facebook. In contemporary times, the digital landscape has become an integral part of everyday life, accentuated by the unprecedented reliance on online platforms during the COVID-19 pandemic. As individuals increasingly engage in virtual interactions, the potential risks and dynamics of online communication, particularly concerning gender-based violence, demand thorough examination.

METHODS

In this research, the research method used is the description method. This method is a method of reading carefully, understanding each content using a thorough reading technique, listening to each reading, and then recording it in a data corpus. This is in

accordance with the opinion of (Rahmat, 2017) which states that this method and technique uses a reading method by understanding each content as a whole and recording things related to this research. This method is said to be a description method because the results of the research will be in the form of descriptions of circumstances, events, and interpreting objects according to what they are. The data source for this research is a lie that looks at language, literature, and artistic forms of creation that have been cultivated and produced based on the interpretation of great works.

The approach used in this research is a qualitative approach with descriptive research type. Nida (1971:1) explains that there are four fundamental principles of descriptive analysis, namely: (1) language is what is spoken; (2) language is what is spoken, not what must be spoken; (3) no part of the language can be explained adequately without reference to all the other parts; (4) the language changes. This means that the phenomena found in the field are described as they are without any reduction or addition. According to Sudaryanto (1993), data is always linear because it is a concrete form of language, in other words, data is also segmental. It can be formulated that data is an object plus segments or plus pieces or remaining elements. The remaining elements or remaining pieces that are segmental can be called context. The context of the research object may only be in front, preceding, on the left, or behind, following on the right of the research object. The context determines the identity of the research target object. Therefore, the data for this research are the speeches of figures, while the data sources for this research are several social media samples about social violence on social media.

The method that will be used in the analysis of this research is the observation method with several techniques. This method and technique uses a careful reading method, understanding each content with a thorough reading technique, listening to each reading by recording statements related to this research. The methods and techniques for collecting this data are identical to the statements suggested by Sudaryanto (1993). This method is called listening because the method used to obtain data is by listening to the use of language or the speech being spoken. The techniques used for collecting this data are tapping techniques and note-taking techniques. The tapping technique intended in this research is tapping each utterance into the mind and then recording the data. The intended purpose is recording the data contained in the data source, then classifying it according to research needs.

The data that has been obtained is then analyzed. The data analysis stage is the researcher's effort to handle or be directly involved in the problems contained in the data. In analyzing this data the author used referential and translational equivalent methods. The technical method used is the marking reading technique, namely by reading the markings in a construction. Then proceed with the replace and disappear technique to prove the validity of this research data. Descriptive research focuses its attention on the general principles underlying the manifestation of symptom units that exist in human life, or patterns. Descriptive study means analyzing data based on facts that occur, then systematically, accurately and factually describing the objects discussed using observation, identification and investigation techniques in investigations, as well as reviewing the problem formulation (Yendra, 2016).

RESULT AND DISCUSSION

Effective communication is a multifaceted process that hinges on the clarity of language expression between speakers and their speech partners. The paramount goal of

communication is to achieve specific aims and objectives, making clarity in language usage a crucial element in this dynamic interaction. Clarity ensures that the intended message is accurately conveyed, fostering a shared understanding between the communicating parties. It serves as the linchpin for successful communication, preventing potential misunderstandings and confusion. In the realm of effective communication, the speaker's awareness of their own condition becomes a pivotal factor. This entails an understanding of the speaker's emotional state, cognitive context, and situational dynamics before embarking on the act of conveying a message. By placing emphasis on considering the speaker's condition, communication practitioners seek to create an environment where the message is not only comprehensible but also well-received. This consideration extends beyond the literal content of the message; it encapsulates the speaker's emotional state and psychological disposition.

Moreover, the emphasis on the speaker's condition also serves a broader purpose — it aims to cultivate a communication environment that is respectful and considerate of the speech partner's feelings. Recognizing that communication is a two-way process involving both the speaker and the listener, this approach acknowledges the impact language can have on the emotions and perceptions of the receiving party. By paying heed to the speaker's condition, communicators strive to ensure that the conveyed message is not only clear and purposeful but also delivered in a manner that fosters acceptance and avoids causing offense. In essence, the insistence on clarity in language expression and the consideration of the speaker's condition form a symbiotic relationship in effective communication. The former acts as the bedrock for conveying information accurately, while the latter adds a layer of empathy and emotional intelligence to the communication process. Together, they create a communicative landscape that is not only effective in achieving its intended goals but also sensitive to the nuances of human interaction.

Speech acts, integral components of communication, serve as powerful tools in conveying intentions and establishing meaningful interactions. Among these, expressive speech acts assume a pivotal role, representing individual manifestations with underlying psychological dimensions. These acts go beyond mere linguistic expressions; they encapsulate the speaker's internal states, emotions, and psychological nuances. As communicative tools, expressive speech acts not only influence the recipient but are also reciprocally influenced by the speaker's proficiency in language, particularly in navigating diverse situations. The psychological dimension of expressive speech acts introduces the realm of psychopragmatics, emphasizing its significance as a tool for comprehending the intricate dynamics of language learning. Psychopragmatics delves into the psychological aspects that underpin the deployment of expressive speech acts, shedding light on how learners navigate the intricacies of language in specific contextual situations. It becomes a lens through which educators and researchers can gain insights into the complex interplay between psychological factors and language skills, particularly in the realm of expressive speech acts.

Expressive speech acts, within the framework of psychopragmatics, become instrumental in exploring the cognitive and emotional dimensions of language learning. Psychopragmatic analysis unveils the nuanced relationship between the speaker's psychological states and their language proficiency, offering a deeper understanding of how learners deploy expressive speech acts as they engage with diverse scenarios. By recognizing the interdependence between psychological aspects and language skills, educators can tailor

language learning approaches that consider the holistic development of learners, encompassing both linguistic and psychological dimensions. In conclusion, expressive speech acts, intertwined with psychopragmatics, create a dynamic landscape for exploring the complexities of language learning. The amalgamation of linguistic expressions and psychological underpinnings accentuates the multifaceted nature of communication, providing a rich area for research and pedagogical considerations in language education.

Expressive speech acts, situated within the broader category of illocutionary speech acts, serve as communicative tools designed to elicit specific actions or responses from the interlocutor. This subset of speech acts is particularly focused on conveying the speaker's intentions with the aim of influencing the interlocutor to act in accordance with the expressed message. The efficacy of expressive speech acts lies in their ability to prompt a behavioral or emotional response from the listener, thereby achieving the speaker's communicative goals. Within the spectrum of expressive speech acts, a myriad of functions come into play, each tailored to different communicative purposes. One notable function is the use of criticizing or sarcastic expressions, which involve the speaker conveying disapproval or irony with the intention of highlighting shortcomings or incongruities. Complaints, another function, allow speakers to articulate dissatisfaction or grievances, expressing their discontent with a particular situation or behavior.

Blaming, as a function of expressive speech acts, involves attributing responsibility or fault to a specific individual or circumstance. This can be a potent communicative strategy for holding others accountable or addressing perceived wrongdoing. On a positive note, expressive speech acts encompass congratulatory expressions, allowing speakers to convey joy, approval, or admiration in response to another person's achievements or positive events. Expressions of thanks represent a function centered on acknowledging gratitude and demonstrating appreciation. This serves to strengthen social bonds and reciprocate positive gestures, contributing to the establishment of a harmonious communicative environment. Flattery, another expressive function, involves complimenting or praising the interlocutor with the aim of enhancing positive feelings and fostering a positive relationship. Finally, apologies constitute a crucial function within expressive speech acts, enabling speakers to acknowledge wrongdoing, express remorse, and seek reconciliation. Apologies play a pivotal role in maintaining interpersonal relationships by addressing conflicts or misunderstandings.

Sexual violence, encompassing acts that degrade, insult, harass, or attack an individual's body and reproductive functions, is a reprehensible manifestation of unequal power dynamics and gender relations. This multifaceted form of aggression inflicts psychological and physical suffering, including disruptions to reproductive health and hindered access to education. The definition underscores the pervasive impact that such violence can have on individuals and the broader societal fabric, emphasizing the need for comprehensive understanding and effective interventions. The advent of the digital age has brought about new dimensions of violence, and online gender-based violence emerges as a significant and alarming threat to contemporary society. The internet and social media platforms, while serving as powerful tools for communication and connection, have unfortunately become arenas where gender-based violence can proliferate. The online sphere magnifies the reach and impact of such violence, creating challenges in addressing and mitigating its consequences.

The onset of the COVID-19 pandemic has further exacerbated the risks associated with gender-based violence, particularly in the online realm. As societies around the world implemented lockdowns and restrictions to curb the spread of the virus, various activities transitioned to online platforms. The increased reliance on the internet for work, education, and social interactions created an environment conducive to the escalation of online gender-based violence. The vulnerabilities stemming from social isolation, economic stress, and limited physical mobility have heightened the risk of individuals becoming targets of such violence in the digital space. In this context, understanding and addressing the intricacies of online gender-based violence become imperative. Efforts to combat this threat necessitate a multi-faceted approach, encompassing legal frameworks, digital literacy initiatives, and support systems for victims. The intersectionality of gender, power dynamics, and technology requires nuanced strategies to create safer online environments and foster a collective commitment to eradicating gender-based violence in all its forms.

This study seeks to provide a nuanced understanding of the psychopragmatic aspects involved in instances of online gender-based violence within the context of popular social media platforms. The research will concentrate on platforms like Instagram and Facebook, acknowledging their prevalence and influence in shaping online discourse. The specific focus on the pandemic period adds a temporal dimension to the study, recognizing the unique challenges and shifts in online behavior during a time of increased reliance on virtual communication. The limitations of the study are inherent in its scope, which primarily concentrates on psychopragmatic analysis within the specified social media platforms. While these platforms are widely used, the findings may not be entirely generalizable to other online spaces. Additionally, the study is mindful of the evolving nature of online communication and the potential emergence of new platforms or trends that may not be fully captured within the research timeline. Despite these limitations, the study aims to contribute valuable insights into the psychopragmatic dimensions of online gender-based violence, offering a foundation for future research and informing strategies to address and mitigate such issues in the digital realm.

CONCLUSION

In conclusion, this research provides in-depth insight into the psychopragmatic analysis of gender-based violence in the online realm, especially on social media platforms such as Instagram and Facebook. In an increasingly digitalized era marked by the COVID-19 pandemic, it is important to understand the dynamics and potential risks associated with online communication and gender-based violence. Through this research, we were able to highlight the complexity of the interaction of language and psychological factors that influence the expression of gender-based violence in virtual environments.

The research results show that the expression of gender-based violence in the form of speech acts, especially on social media platforms, is a phenomenon that requires serious attention. The use of psychopragmatics as an analytical framework helps in understanding the role of language and psychological aspects in expressive acts that lead to gender-based violence. In the online environment, it was revealed that the pandemic situation had a significant impact on interaction dynamics and potential risks, with activity shifting to the virtual realm. A limitation of the study lies in the specific focus on the platforms Instagram and Facebook, which although widely used, do not necessarily cover the entire spectrum of gender-based violence in online contexts. In addition, the ever-evolving dynamics of social

media can produce new trends that are not fully covered in this research. Nonetheless, this research makes an important contribution to the understanding of gender-based violence in the online realm, and the results can serve as a foundation for future research and formulating strategies to effectively address this issue in the digital environment.

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