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WAHANA PUBLIKASI



## **Metafunctions Analysis of Instagram Meme in @9Gag Post**

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<b>ARTICLE INFO</b>	<b>ABSTRACT</b>
Received: 20 December 2023	This study aims to analyze what language metafunctions appear in memes on the official 9GAG Instagram account and what representations appear in these language metafunctions. The research method used in this research is descriptive-analytical. Data processing is done by collecting data, analyzing the data, and then describing the data. The data sources are obtained via the Internet, and the last stage is to conclude the data. Based on the analysis results, the language metafunctions that appear in memes on the official 9GAG Instagram accounts include ideational, interpersonal, and textual components. The representations that emerge from the language metafunction are meme representations that refer to disseminating information, appreciation, and criticism to represent a certain character or event that is considered interesting, entertaining, and phenomenal. By using this mode, the reader will be able to understand the meaning and interpretation of the meme completely and thoroughly to absorb the information conveyed without any ambiguity.
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### **1. Introduction**

Currently, Instagram is one of the most popular social media for the community as a place to express criticism (Caple, 2019; Farahsani et al., 2021; Liao et al., 2022), as well as to express texts that contain criticism about events that are trending or viral in society, which are called memes. A meme is a form of young people's creativity in expressing criticism, innuendo, and motivation as outlined in the form of a combination of images and text (Brown, 2020; Meuth et al., 2009; Truszkowski et al., 2020; Yus, 2018). The visuals of humor content presented in memes mean social opinion and criticism. The power of a meme lies in the creator's creativity in modifying text, images, videos, graphics, and various content so followers and readers can easily

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understand them. It has impacted the increasing use of memes in Instagram accounts in recent years, whether it is lightly charged memes or politically charged memes.

Meme is an art reality that is simple but eye-catching because it has become a phenomenal work and massively attracted people's attention from various social classes. Through memes, one can see the culture that is displayed, even the ideology that is highlighted (Al Amery, 2023; de Deus et al., 2022; DeCook, 2018; Kumari, 2021). Memes can also display the element of pleasure or disappointment that the author wants to convey to a phenomenon. At the beginning of its appearance, memes were made nationally, either through special meme sites, such as [www.memecomincindo.com](http://www.memecomincindo.com), [www.1cak.com](http://www.1cak.com), [www.na9a.com](http://www.na9a.com), as well as Facebook, Twitter, online media forums (e.g., Kaskus) and blogs—one of the media that acts as meme promoters widely is the 9GAG Instagram account. 9GAG has also been a promoter on social media whose role is to create and upload memes. The 9GAG Instagram account itself has been verified by the official Instagram so that the wider community can accept the memes uploaded by the 9GAG account. A meme is a combination of text and visuals to convey a message. So that the distribution of these expressions does not exceed the limits of reasonableness and does not cause unwanted negative effects such as offending elements of sara, racism, and others, proper understanding is needed.

Individual's interpretation of something is different. Suppose an individual or society does not know how to properly represent a meme's meaning. In that case, there will be misunderstanding or miscommunication, which will result in not conveying the message's contents. Therefore, to properly represent the meme, it is necessary to use a different method in the analysis process. Based on the background above, this research discusses the metafunction analysis of Instagram meme in @9GAG Post.

## **2. Literature Review**

Some previous studies have discussed that there are three metafunctions found in their study, namely ideational, interpersonal, and textual (Hebert Sundram, 2023; Sun et al., 2021; Zhang, 2017). This study also focuses on the semiotic approach. Some studies that discussed semiotic approach found both denotative and connotative meanings in each their research. Lestari et al. (2022) explained memes about skripsi have both denotative and connotative meanings, Yanti et al. (2023) stated the World Health Organization's Instagram posts about Covid-19 contain connotation and denotation meaning, Panjaitan & Pasaribu (2023) found FIFA World Cup Qatar 2022 memes has unique signifiers and connotative meanings.

In analyzing the metalanguage using the perspective of Systemic Functional Linguistics (SFL) analysis from Halliday (2004), Ayomi, (2021a, 2021b, 2022) has discussed the ideational, interpersonal, and textual metalanguage used in social media. The Twitter posts of Presidents Trump and Jokowi show that the different metalanguages provide different styles and personalities presented by both Presidents (Ayomi, 2021a). Interpersonal metalanguage is also proven to take different forms in

social media posts, such as verbal language, pictures, emoticons, and typography (Ayomi, 2021b; 2022).

However, this study will use metalanguage integration in SFL with visual grammar, as proposed by Kress and van Leeuwen (2006). (Kress & Van Leeuwen, 2006) used Halliday's metafunction theory (Halliday & Matthiensen, M., I., 2014), which tries to apply modes that are not only verbally but also visually described. "Like other semiotic modalities, the visual must fulfill several representational and communicational characteristics to be a fully functional communication system. In order to do this, we have embraced Michael Halliday's theoretical concept of "metafunction." He suggests the ideational, interpersonal, and textual metafunctions as the three categories of metafunction. They apply to all semiotic modalities in the manner in which we have glossed them here; speech and writing are not excluded.

This study uses the SFL theoretical framework to examine how the meme's complete meanings are organized (Halliday & Matthiensen, 2014; Halliday & Hasan, 1992). A functional theory of linguistics known as SFL models and maps language according to the context in which it is used. Field, Tenor, and Mode are three elements that affect language simultaneously. Field deals with the content of the message, Tenor is about the nature of the relationship between participants in communication, and Mode concerns how the message is delivered. These three situational settings produce meaning (metafunctions), which the lexicogrammar realizes. The three metafunctions are, in order, ideational, interpersonal, and textual. The ideational function, which expresses experiences, primarily deals with the Transitivity system. The interpersonal functions discuss how the participants in communication should relate to one another. Furthermore, the textual metafunction controls the arrangement of the information.

### **3. Method**

In this study, the meme used is meme jokes; meme jokes are the most popular meme among young people. This meme was chosen in this study because it contains a collection of funny and entertaining images. In addition to the pictures, the edits and writings made quirky are also very interesting, so it attracts the interest of many people to see the meme. These meme jokes are related to humor, where humor itself can be a medium for conveying ideas, even though the idea is an idea that is contrary to the existing culture. People can tolerate the idea because it is in the form of humor. In conducting this research, the first step is to use the meme downloaded from the official 9GAG Instagram account that has been highlighted. Here, the researcher identifies the language metafunctions used in the memes on the official 9GAG Instagram account and what representations appear in the language metafunctions. The research method used in this research is the descriptive-analytical research method. The purpose of using a descriptive-analytical approach is so that researchers can describe the empirical reality behind the phenomena that occur related to interpreting the meaning of memes. Descriptive is a description or explanation of words clearly and in detail. The analysis investigates an event, essay, or act to determine the real situation.

#### 4. Results and Discussion

After exploring the objects, several images were categorized to be analyzed for the metafunctions contained in the memes one by one and will be discussed in the section below. The section below is a one-to-one analysis of the images found on 9gag, the world's largest meme site.

##### Data 1: Phone Meme

The ideational meaning results from the transitivity analysis. The results of the verbal analysis of Figure 1 are as follows:

“When you drop your phone, but the screen doesn't crack.”



Figure 1. Phone Meme

Based on the meme analysis above, there are two different texts or captions. Caption (1) is included in the process material category. The material process is realized using a verb. It means that the verb used in a clause is defined as “doing words” (express state of being or having) (Gerot, 1994). The results of caption analysis (1) are as follows:

- 1) The word “when” is included in the form of a conjunction.
- 2) The use of the word “you” is a participant: actor. It means that the actors in this meme are the viewers. However, this meme illustrates it by using a stuffed frog as the represented participant.
- 3) The word “drop,” which means dropping, indicates that the word is employed to express an entity that physically does something to another entity, namely, dropping a cell phone.
- 4) The use of the word “your phone” indicates participant: goal. It means that the goal of this clause is to “drop the phone (yours/viewers).

Then, caption (2) is included in the process category: relational attributive. According to Gerot, relational processes involve states of being (including having) (Gerot, 1994). The results of caption analysis (2) are as follows:

- 1) The word “but” is included in the form of a conjunction or conjunction.
- 2) The word “the screen” is a participant: carrier because it describes an entity that carries process: attributive and attribute (which is not damaged after the phone is dropped is the screen).
- 3) The word “does not” is a process: attributive because it defines a “quality.”
- 4) The word “crack,” which means damaged, is an attribute because it describes the quality determined by the process: attributive.

The interpersonal and the textual metalanguage are presented in components. The interpersonal is represented by attitude and emotion, and the arrangement of signs presents the text.

- 1) Narrative: The meme above represents the participant as a stuffed frog. This meme depicts a stuffed frog holding his cellphone in the picture (a) on the left, showing the represented participant holding his cellphone, while in image (b) on the right, the represented participant hugging his cellphone with a cheerful facial expression. The caption in the meme reads: “When you drop your phone, it does not crack.”
- 2) Social Distance: The meme above was taken in a “close shot.” Based on the theory of Kress and van Leeuwen (2006), a close shot makes a represented participant as if it has a close relationship with the viewer or reader. It means that the frog doll character is exploited to illustrate to viewers a personal issue or similar event/situation that has been experienced (dropped the cellphone, but the cellphone was not damaged).
- 3) Contact: The represented participant in the meme above does not make direct eye contact with the viewers but looks in another direction because the represented participant comes from creating a separate character by the producers, so contact is also natural. According to Kress and van Leeuwen (2006), the use of the word “you” indicates that this meme is “demand.” So, based on the theory of Kress and van Leeuwen (2006), memes or visual images like this are categorized as interactive participants, which means that producers or memes communicate with viewers through images even though viewers are not directly involved in the conversation. The represented participant “demands or asks” for attention from viewers so that it seems as if the viewers can feel and agree on events that are considered typical or have been experienced together.
- 4) Attitude: The size of the frame or the point of view of shooting is close up. It means showing the angle of taking pictures closely so that viewers can observe and engage indirectly in the illustrations displayed by memes. So that viewers can indirectly confirm or agree with the written caption. So that

participants can provide an understanding that viewers can feel personally (common knowledge).

- 5) Information Value: In the meme above, when viewed based on the composition of the layout, there is only one represented participant with its margin positioning in the middle. According to Kress and van Leeuwen (2006, p.181) about reading images, in this position viewers or meme readers are used so that viewers' attention can focus and focus on only one point. Image (a) with caption (1) shows a surprised expression and gesture of a stuffed frog looking at his cell phone shortly after his cell phone fell. Picture (b) with caption (2) shows the expression and gesture of a stuffed frog hugging his cell phone because he knows it was not broken, even though he has dropped it. It indicates a message to be conveyed to viewers that the cellphone is represented as a valuable object owned.

If viewed the ideational analysis, this meme intends to tell viewers something of informative and representative value. In this meme, the stuffed frog is personified as acting or behaving like a human. The informative value that this meme wants to convey is that many people consider cell phones a valuable object. When the phone falls but is not damaged, the person who owns it will be happy and grateful. This common knowledge is what the represented participants try to represent to viewers.

Mobile phones are very popular communication tools because apart from their function that makes it easier for people to communicate, they are also considered capable of being used as entertainment media, so it is not surprising that many people are dependent on their cell phone use and feel like something is lacking if they are not around—his cell phone. Based on the meme that the cell phone belongs to is an iPhone. iPhone is one of the most expensive and prestigious mobile phone brands. That is why, in this meme, the phone is assumed to be valuable.

Then, if viewed from interpersonal analysis, this meme is taken in a “close shot.” The close shot makes the represented participant as if he has a close relationship or relationship with the viewer or reader. The represented participant in the meme above does not make direct eye contact with the viewers but looks in another direction because the represented participant comes from creating a separate character by the producers, so the contact is also natural. The word “you” indicates that this meme does not offer information but demands attention from viewers to seem involved because they have the same experience (once dropped a cellphone, but the cellphone was not damaged).

## **Data 2: Grumpy Cat Meme**

Based on Figure 2, the results of the transitivity analysis will be displayed. Verbal and visual elements include the analysis of ideational, interpersonal, and textual components and verbal and visual representations. The results of the verbal analysis of data 2 are as follows:



**Figure 2.** Grumpy Cat Meme

Based on the analysis of the meme above, “I might be grumpy but I love you,” it can be seen that two different texts or captions exist in one image. Caption (1) is included in the process category: relational attributive. According to Gerot and Wignel (1994), relational processes involve states of being (including having). The results of caption analysis (1) are as follows:

- 1) The word “I” is included in participant: carrier because it describes an entity that processes relational attributes and attributes (the one with the fierce face is me).
- 2) The use of the word “might be” is a form of process: relational attributive because it defines a “quality” (maybe I do have a fierce face).
- 3) The word “grumpy” is an attribute because it describes the quality determined by the process: it is attributive (I have a fierce face).

Then, Caption (2) is included in the process material category. According to Gerot and Wignel (1994), the material process is realized using a verb. This means that the verb used in a clause is defined as “doing words” (express state of being or having) process material. The results of caption analysis (2) are as follows:

- 1) The word “but” is included in the form of a conjunction or conjunction.
- 2) The word “I” is a participant: actor because it describes the represented participant in the meme.
- 3) The word “love,” which means to love, is a material process because it indicates that it expresses an entity that physically does something to another entity, namely love.
- 4) The use of the word “you” is participant: goal because it is considered as an entity that receives expressions from the actor (the one I love (represented participant/actor) is you (goal)).

The results of interpersonal and textual components are as follows:

- 1) Narrative: In the meme above, the participant is Grumpy Cat, a character who often appears in memes. Grumpy Cat always looks angry, and this

meme depicts Grumpy Cat with a fierce face. The caption in the meme reads, “I might be grumpy, but I love you.”

- 2) Social Distance: The meme above was taken in a “close shot.” Based on the theory of Kress and van Leeuwen (2006), a close shot makes a represented participant as if it has a close relationship with the viewer or reader. It means that the Grumpy Cat character is used to illustrate to viewers a statement (but I love you) that is considered more compassionate than the reality or the sadistic characteristics of Saw.
- 3) Contact: The represented participant in the meme above does not make direct eye contact with the viewers but looks in another direction. The contact is also natural because the represented participant comes from a character created by the producers. According to Kress and van Leeuwen (2006), the use of the word “I/me” indicates that this meme is an “offer.” So, based on the theory of Kress and van Leeuwen (2006), memes or visual images like this are categorized as interactive participants, which means that viewers are not directly involved in conversations or situations but are represented by participants communicating by “offering” information to viewers so that it seems as if the viewers can feel the feelings or situations experienced by the represented participants.
- 4) Attitude: The size of the frame or the point of view of shooting is close up. It means showing the angle of taking pictures closely so that viewers can observe and engage indirectly in the illustrations displayed by memes and provide an understanding that viewers can feel personally.
- 5) Information Value: In the meme above, only one participant is represented with its margin positioning in the middle when viewed based on the layout’s composition. According to Kress and van Leeuwen about reading images (2006), in this position viewers or meme readers are used so that viewers’ attention can focus and focus on only one point. So, it will not break the concentration or attention. It indicates a message to everyone about honesty or the feeling that even though the producer has a fierce face, the producer who uses the represented participant has the feeling of “I love you.”

Based on the analysis results described above, this meme intends to tell viewers something of informative and representative value. This meme wants to convey the informative value that the producers or those represented by the participant, namely Grumpy Cat, have a fierce face. At the same time, the representative value contained in this meme is to show personal feelings or issues. Although his face is fierce, he still has the feeling of “I love you.” Then, when viewed from interpersonal analysis, this meme was taken in a “close shot” but candid. The close shot makes the represented participant as if he has a close relationship or relationship with the viewer or reader.

Candid means that the participant does not make direct eye contact with the viewer but looks in another direction. So that participants can provide an understanding that can be felt personally by viewers through interactive participants (communicating through

pictures). The word “grumpy” here refers to the facial expression that the Grumpy Cat has. In this meme, the main sentence in the caption (1) is written, namely, “I might be grumpy,” explaining that Grumpy Cat has a fierce face. Then, the bound sentence is found in the caption (2), namely “but I love you,” explaining that even though there is someone who looks grim/gloomy/angry or always angry. However, it had nothing to do with the emotional feelings that were in him.

## 5. Conclusion

Grounded on the analysis results, it can be concluded that first, three language metafunctions appear in memes on the official 9GAG Instagram account. The language metafunction includes three components, namely ideational, interpersonal, and textual. Second, the representation of memes appearing in the language metafunction can refer to a form of appreciation for a thing or achievement, criticism, or satire. Meme representation can represent a particular character, character, event, or event considered interesting, entertaining, or phenomenal. Memes are considered a medium that can convey and disseminate information widely because they can reach the public on a large scale universally, especially for those who have internet access.

## Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

## Authors' contribution

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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## Conflict of the Main Character in the Movie “Purple Hearts”

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ARTICLE INFO	ABSTRACT
Received: 18 December 2023	This study aims to dissect the fundamental person’s contention, examine the primary person’s outer struggle, and recognize how the principal character beats the contention in Elizabeth Allen’s film. The data for this study consists of the dialogue and interactions involving Cassie, a character in the film <i>Purple Hearts</i> . The data will be analyzed qualitatively according to the theory used. The theory utilized in this study is the hypothesis of Myers (1992) to recognize the kinds of conflict that happen in the fundamental person, Deetz and Stevenson (1986) to track down ways of managing clashes. Conflict is analyzed based on the literature theory proposed by Kenney (1996), which divides conflict into two types, namely external and internal. However, in the film, only external conflicts occur. External conflicts are emphasized because they drive the plot and highlight the main character’s struggle against outside forces, such as societal pressures, financial hardships, and relationships with other characters.
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### 1. Introduction

Literature can help us to develop a mature sensibility for things, especially human beings because it exercises our motions by arousing our interest, concerns, tensions, excitement, and sympathy. In addition, literary works consist of several basic elements. They are plot, theme, character, point of view, and setting (Hillocks, 1980; Kusaeri, 2022; Nurhayati & Nugraha, 2020; Nurrachman et al., 2020). The most interesting part of the movie is the plot because it contains conflicts that the director gives. Conflict adds excitement and suspense to a story. In the modern era, literature can be formed in writing and performance on stage, like drama. It can be applied to modern mediums such as movies instead of writing stage performances to distribute an idea into visualization. A movie is a type of visualization that uses recording by the camera as a set of moving

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images and sounds shown in a theatre and television to tell a story or inform (Jain & Bhatnagar, 2016; Li & Kuo, 2003). Most movies are made to be shown on a big screen at cinemas or movie theatres. In this modern era, movies are shown on television and sold or rented on DVDs. So, people can watch movies at home or download and stream movies online.

Literature is a social foundation, utilizing as its medium language, a social creation (Edgerlon, 1967; Albay & Serbes, 2017; Rezk & Bahaa El Deen, 2020; Wellek & Warren, 1956). They are shows and principles, which could have arisen solely in the public eye. Nevertheless, additionally, composing tends to life, and life is in a tremendous measure a social reality, even though the typical world and the interior close-to-home universe of the individual have moreover been objects of academic pantomime. The pool himself is a resident of specific financial prosperity; he gets a couple of levels of social affirmation and prize; he tended to and swarm, yet speculative.

All stories must have certain characteristics or elements. According to Kenney, a character is relevant to us and our experiences if he likes others we know (Kenney, 1966). Literature would cease to make sense or serve a purpose without this element. For example, stories must have a plot or events that take place. Another essential story element is the character. The character can be defined as any person, animal, or figure represented in a literary work. The word character in literature works refers to the person in general perception. Character is the figure who participates in the action or the people who play roles in a story, and it is expected to be natural or lifelike to make the story interesting. Character is one of the intrinsic that build up the story. Conflict becomes special as it serves dramatic events, referring to the battle between balanced forces where there is action and retaliation.

According to (Elsaesser & Hagner, 2015) in Alfathoni, the plot is the structured set of all causal events, as we see and hear them, presented in the movie (Keen, 2015; Sokoloff, 2006). In a movie, the plot that can arouse the audience's emotions is conflict. The conflict in the movie, as seen from the movement of the players, is triggered by various factors. These factors can come from internal factors (self) or external ones (environment, family, etcetera). A conflict is a form of conflict that is reflected in the plot of a movie. According to (Delimayanti et al., 2018), in (Alfathoni, 2019), a conflict is a form of conflict or conflict that occurs in a drama. In addition, film, in general, is very closely related to themes, stories, settings, characters, and everything that reflects the real-life atmosphere that is presented visually (Pratista, 2017).

## **2. Literature Review**

There are three kinds of literary works: drama, poetry, and fiction. Fundamentally, abstract works mirror somebody who is genuine, which occurs in the public eye, connected with things like life, customs, and the individual experience of the creator, in light of their creative mind and perceptions. As demonstrated by Wellek and Werren, writing addresses "life" and "life" itself extensively. Size comes from social reality (Wellek & Warren, 1956). However, the everyday world and individuals' internal or

abstract universe have likewise become objects of artistic work impersonation. It implies that a scholarly work, similar to any craftsmanship, should be a mirror for society and reflect what is befalling the encompassing local area.

Conflict typically happens when there is no arrangement between one image and another or contrasts in social examples, economic well-being, interests, and occasions of social change. However, in the realm of writing, struggle is expected to help a story, in a story, there is a Plot. A plot is a story that contains a sequence of events, but each event is only connected to cause and effect, one event is caused or causes another event to occur (Stanton, 1965). Conflict is one of the significant perspectives in abstract works that assumes a significant part in the story since it will make it fascinating. The consequences of a few comparable examinations show that contention is valuable in building plots and expanding the engaging quality of scholarly works. Clashes, both in artistic works, affect character conduct. (Kenney, 1966) gives a few notes about the struggle in a plot. He expresses the contention that fiction concerns are of numerous sorts. "A story might manage a contention inside a solitary man," called inner turmoil. What is more, the contention between man and nature, etc, is called outer struggle.

The first research about the analysis of conflict of the main character in the movie "I am Sam" (Bramaditha & Qomariana, 2020), is related to previous research in analyzing characters in literary works. In its analysis, this article uses a descriptive method with a qualitative approach. Researchers raised the conflict, which is capable of Sam as the fundamental person, starting when his child Lucy was conceived. The conflict in the film shows how the conflict experienced by Sam as the main character begins when her baby Lucy is born. There are similarities and differences between (Bramaditha & Qomariana, 2020) research result and this study. There are similarities in the theory applied in analyzing the types of conflict, namely the theory proposed by (Kenney, 1966). He also uses films as his data source. The difference is, (Bramaditha & Qomariana, 2020) is focused on analyzing the categories of characters in the film and external conflicts only.

The second research is Putra et al. (2016) about analysis of main characters and conflict in the hangover iii film. He discusses the categories of characters and the types of conflicts the main characters face. He uses the theory developed by (Deetz and Stevenson, 1986). Conflict is explained by using the theory of internal conflict. Based on this analysis, the main characters are Alan, the dynamic protagonist, and Chow, the static antagonist. The secondary character is Phil, a static protagonist; Marshall is a static antagonist. In this film, the conflicts found are only external conflicts.

The third study was conducted by (Surya Adi Saputra et al., 2018) in his research about analysis of conflict in the Stromberg's movie maleficent. The paper focuses on analyzing how the principal character settles the contention. The data is taken from the film named "Baneful." The review centers around depicting the outer and struggles under the surface. Conflict is investigated given the contention hypothesis proposed by (Kenney, 1966), which partitions struggle into two kinds: outer clash and struggle under the surface. The depiction of the introduction of the characters is dissected in light of the hypothesis proposed by Detz & Stevenson (1986), which separates it into two; they are a

wellspring of endless compromise. The results of his research show that the main character faces two conflicts: external and internal conflicts. The main characters' sources are incompatible goals and differing opinions. In managing conflict, the main character uses avoidance strategies, competitive strategies, and creative integration. There are similarities and differences between Surya's paper and this research. They have in common that these two papers analyze the types of conflict and apply the same theory proposed by Kenney (1996). He also uses films as his data source. The difference lies in the source of the data.

The three articles have in common in that these three papers analyze types of conflict and apply the same theories proposed by Kenney (1996) and Detz and Stevenson (1986). In addition, most studies use film as a source because it can provide a clearer picture of the character to be analyzed. Not all previous studies use the same theory used in this study. This research focuses on the research on the categories and functions of the main characters, as well as the conflicts depicted in the film "Purple Hearts." "Purple Hearts" is an interesting story about the main character in the film, Cassie Salazar (Sofia Carson), an aspiring musician who is starting a career, namely Cassie Salazar (Sofia Carson) and also the story of Luke Morrow (Nicholas Galitzine), who is a marine. The two agreed to a contract marriage to gain a military advantage. However, one day, something happened to Luke, and trouble broke out between them, impacting the military advantage they sought. Based on the conflicts in the film, this study aims to investigate the external conflicts experienced by the main characters and conflicts in the main characters, examine the main character's struggles, and identify how the main characters overcome the conflicts they are facing.

### **3. Method**

The qualitative descriptive method was used in this study. This qualitative research aims to describe the facts and characteristics of an object of research in a factual and accurate manner. The data used in this study is the dialogue or interaction of Cassie in the character of the film Purple Hearts. The reason for choosing this Purple Hearts film as data is because researchers feel interested in reviewing the conflicts experienced by the main character and the emergence of love that grows in the contractual relationship that the main character is experiencing. The steps used in data collection are (1) watching the story in the film entitled Purple Hearts and starting to determine the conflicts experienced by the characters in the film, (2) classifying matters related to the conflict in the main character of the Purple Hearts film and (3) note the time, narration, and pictures that will be associated with the research. After collecting data, the researcher continued to analyze the data by identifying, classifying, and describing the data and analyzing the data using Kenney's conflict theory. In this study, the researcher will provide a clear and concise description to present data by displaying characters and dialogues in the film.

## 4. Results and Discussion

### 4.1 *The Principal Character Beats the Contention Purple Hearts movie*

This part presents the outcomes and depicts the investigation completed given the examination. Information examination is given endlessly in character discourse, trailed by a portrayal of the information in light of Kenney's contention.

**Table 1.** Conflict shown by Cassie in the Movie

<b>Conflict types</b>	<b>Occurrence</b>	<b>Description</b>
External conflict	5	Cassie Vs Luke
	1	Cassie VS Armando
	1	Cassie Vs Jacob
Total		7

#### *Types of Conflict*

Conflict is one of the important elements in the story of the movie or the novel. Without conflict, a story would be flat and would not be an interesting story. Meredith and Fitzgerald in Nurgiyantoro (2013) said that conflict is something terrible that happens and is capable by the characters, assuming the characters can pick; they will not pick that occasion to happen themselves. Wellek and Warren in (Nurgiantoro, 2013) expressed that conflict is something sensational, alluding to the battle between the two; a reasonable power suggests activity and countermeasures. The contention subsequently, in the ordinary typical life view, meaning not in the story, proposing a negative condition, something not it was entertaining. According to Kenney (1966), conflict is divided into two types, namely internal conflict, which is mostly within a single man or conflict between man versus self, and external conflict, which occurs between men versus man, man versus nature, and man versus society. Several types of conflict may be present in any one story.

#### *External Conflict*

External conflict is a conflict, contention, or resistance in which two gatherings are available (Kenney, 1966). Outer struggle is grouped into man versus man, man versus nature, and man versus society.

#### 1. Cassie versus Luke

Luke and Cassie agreed to get married for the sake of the army wife's insurance, and they would carry out their wedding in a hurry. Then they agreed that if Luke had left for Iraq, they had to manage time consistently to communicate to make it look like a real marriage. After Luke returned from Iraq, they agreed to divorce, and Cassie would get free health insurance for a year.

#### **Data 1**

(Purple Hearts movie 00:27:13)

Luke : Listen. I need you to know what you're getting yourself into if we're caught, I get court-martialled as in, arrested and maybe doing time.

Cassie : Okay



**Figure 1.** Cassie rejects Luke’s offer of marriage  
Source: <https://www.netflix.com/id/title/81043665?source=35>

At first, Cassie refuses Luke’s invitation to marry because Luke says, “Marriage should be for love. Moreover, where I come from. It’s for life.” Cassie thought if Luke wanted to ask her to marry, but the offer was rejected by her, and asked for other options. However, Cassie thinks that Luke can be trusted, and she wants to pretend to marry her to get medical facilities.

**Data 2**

(Purple Hearts movie 01:05:46)

Cassie : We’ll just get a divorce, and you’ll never have to see me again.

Luke : No, no, no, he doesn’t trust me already. He’s already watching us.



**Figure 2.** Cassie asks a divorce from Luke  
Source: <https://www.netflix.com/id/title/81043665?source=35>

Cassie wants a divorce from Luke, but he refuses it. She is afraid her father will not trust her anymore, and she is sure that his father suspects them both. However, Cassie thinks, “He won’t turn in his son.” Cassie asks for a divorce, but Luke refuses. He asks Cassie

to hold on for now for a few months until she recovers. Cassie also agrees to Luke's request, and she convinces herself that this is just like playing house.

### Data 3

(Purple Hearts movie 01:12:48)

Cassie : Like, am I really the person you want taking care of you right now?

Luke : No, no, no. You are not taking care of me. Please don't.



**Figure 3.** Cassie refuses to take care of Luke in her apartment  
Source: <https://www.netflix.com/id/title/81043665?source=35>

In the conversation, as in Fig. 3, Cassie refuses to care for Luke. She doesn't want Luke to live in her apartment, and Luke says that if they don't live together, they both will be sued for a court martial. She resignedly agrees to let Luke stay with her in the apartment so Luke won't be in the military court.

### Data 4

(Purple Hearts movie 01:36:13)

Cassie : They broke into my mother's house Luke!

Luke : I... I am so sorry.



**Figure 4.** Cassie is angry that her mother's house has been broken into by someone  
Source: <https://www.netflix.com/id/title/81043665?source=35>

Cassie tells Luke that her mother's house was broken into by an unknown person. She also asks Luke if he owes that person and why he didn't ask who the unknown person was. Luke already knew the person, Johno. Then Luke explains all about his past and tells Cassie why it happened.

**Data 5**

(Purple Hearts movie 01:38:06)

Luke : I messed up.

Cassie : Go stay at your dad's or your brother's. And tell them that we're getting divorced.



**Figure 5.** Cassie told Luke to get out of her apartment  
Source: <https://www.netflix.com/id/title/81043665?source=35>

Cassie tells her that she wants a divorce from Luke and wants Luke to return to his father's or brother's house. Cassie also wants Luke to have to go if she comes home tomorrow from the concert. Cassie goes to her concert, leaves Luke alone in his apartment, and doesn't think about how Luke will be after their fight.

2. Cassie versus Armando

**Data 6**

(Purple Hearts movie: 00:34:50)

Armando : I'm out here serving my country. What are you doing?

Cassie : I don't know apparently. I'm telling a marine he shouldn't be hunting down Arabs.



**Figure 6.** Cassie argues with Armando

Source: <https://www.netflix.com/id/title/81043665?source=35>

During the celebration of the soldiers' departure, Luke invites Cassie to attend the celebration as they celebrate their recently held wedding. However, when they were about to start the celebration, Cassie and Armando got involved in a dispute. "This one is to life, love, and hunting down some goddamn Arabs, baby!" In addition, Luke looks very angry when Cassie and Armando are arguing about destroying the Arabs. Cassie responds to Armando's words, and she assumes that Armando considers him an enemy, but between the two of them arguing, Cassie is calmed by Luke and tells him to stop and not respond to anything.

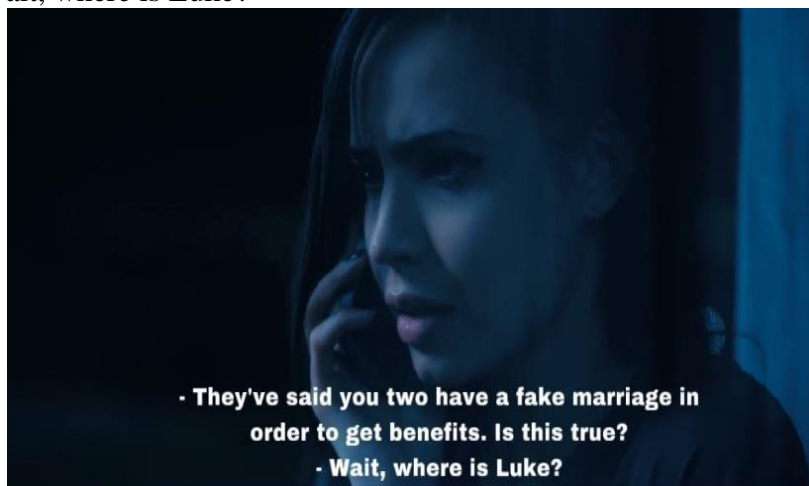
### 3. Cassie versus Jacob

#### **Data 7**

(Purple Hearts movie: 01:48:29)

Jacob : They've said you two have a fake marriage in order to get benefits. Is this true?

Cassie : Wait, where is Luke?



**Figure 7.** Jacob contacted Cassie by phone

Source: <https://www.netflix.com/id/title/81043665?source=35>

Jacob calls Cassie and checks to see if they are getting married in a sham because they want to get benefits from the marriage. Jacob told Cassie to come to his court in a few weeks because he, too, would be questioned. After all, he was involved in this. Jacob thought Cassie was a good wife and could change her child, but it was all a lie. The next day at the courthouse, Cassie comes to fulfill a call from Luke's father (Jacob). At court, Cassie couldn't say much; she just hoped at court Luke wasn't telling the truth about their fake marriage.

## 5. Conclusion

Conflict is a natural part of any communication relationship. The main character sees one type of conflict in *Purple Hearts*. It is an external conflict. It is an unavoidable part of life for various reasons; external conflicts occur when one meets other people or situations that hinder one's desires or goals and disagreements between the main character and other characters or traits. Cassie Salazar, the main character in *Purple Hearts*, has an external conflict within her. Cassie is a type 1 diabetic; she cannot pay for her diabetes medication and wants to marry a soldier so she can get free benefits. The external conflict Cassie faces is when Cassie and Luke pretend to be married before Luke goes to Iraq for an assignment. They marry only to get the benefits of the marriage, and then when Luke returns, they get divorced.

## Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

## Authors' contribution

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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WAHANA PUBLIKASI



## **Analysis of Conjunctions in the Newspaper of “Bali Travel News”**

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<b>ARTICLE INFO</b>	<b>ABSTRACT</b>
Received: 26 December 2023	This article focused on analyzing the types of conjunctions found in the newspaper Bali Travel News edition May 6-19th, 2022. The data were taken from the Bali Travel News edition of May 6-19th, 2022. This research used an observation approach in the process of collecting the data, first reading the article in the newspaper, then underlining the conjunctions that were found in the article and classifying the conjunctions based on the types of conjunction. This research used the qualitative method to analyze the data. It was started by analyzing the types of conjunctions based on the theory from Halliday and Hassan (1976). The result shows the total of conjunctions found in the article of newspaper 357 data, consist of additive relation with 229 or 64,1% data, adversative relation 10 or 2,8% data, causal relation 106 or 29,7% data, and temporal relation 12 or 3,4% data. The most common conjunctions found in the newspaper of Bali Travel News are additive relations because this type of additional information and correlative conjunctions are really needed when writing an article in the newspaper.
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### **1. Introduction**

Conjunctions are the words that are used to connect words by words, phrases by phrases, and clauses by clauses that are used in a sentence and are important because it has a relation between ideas such as cause or effect, contrast, and time sequence (Sutasoma et al., 2022; Shetter, 1977; Worsley & Friston, 2000). According to Steffensen and McClure, conjunctions serve as indicators that bring attention to and clarify the logical relationship between prepositions (McClure & Steffensen, 1985). Conjunctions may construe the preposition it connects as completely unrelated or related in ways the

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author did not intend. Conjunctions connect the elements in the sentences or text to show how the text or sentences relate to each other. It means a correlation between sentences or paragraphs and using conjunctions to make a good sentence so the reader can understand the meaning of the sentence. Besides that, conjunctions have types and functions of conjunctions. According to Rozakis, there are three kinds of conjunctions: coordinating conjunctions, subordinating conjunctions, and correlative conjunctions (Rozakis, 2014).

Conjunctions are used to connect sentences, and besides that, conjunction has a type of conjunction. According to Halliday and Hassan (1976), there are four types of conjunctions such as types of additive, adversative, causal, and temporal, and these types of conjunctions have a function of each type. The types of conjunctions are followed by their conjunctions, such as additive followed by words *and*, *or* adversative by words *but*, *yet*, or *while* causal has a *so* and *for*, and temporal has a conjunctions *since* and *when*. Conjunctions can be found in novels, writing, short stories, and newspapers. Conjunctions are considered in the item of grammar; they are used to link words, clauses, phrases, and sentences to have a connection with each other. According to Dewhurst (1991), conjunctions are words which link two or more clauses in a sentence (Dewhurst, 1991). Besides that, there are some definitions of conjunction proposed by Harris (2009), that conjunctions are used to join together elements of thought: words, phrases, sentences, and paragraphs (Harris, 2009). A conjunction is divided into three types, namely coordinating conjunction, subordinating conjunction, and correlative conjunction.

Bali Travel News is one of the media that provides information about the Bali island. Bali Travel News is a tourist newspaper produced by Post Media Group on December 4th, 1998, which used the print media as a newspaper. In the new era, print media also has electronic media to give information on the homepage of Bali-travelnews.com to relate the previous information about Bali island. The information that they give to the reader comes from the community economic sector, the tourist sector, the educational sector, and each other. Bali Travel News presents information like Balinese life, readers' letters, food and drink or culinary, cover stories, and also shows the Balinese culture, which is unique. This study aims to determine the types of conjunctions used in the newspaper Bali Travel News.

## 2. Literature Review

Studies on the analysis of conjunctions have been an interesting topic for many years, especially in language and linguistic sciences. Some previous research has been discussed. First, a research conducted by Purba et al. (2017) about comparative study of types of conjunction used in the results and discussion sections' Ras and Teflin Jas in this study they analyze the types of conjunctions to compare the result of student Ras and Teflin Jas journals article in term of conjunctions, and the previous study the writer analyzes the types of conjunctions found in Bali Travel News provide the theory by Halliday and Hassan (1976) which is four types of conjunctions that will be used such as

additive, adversative, causal, and temporal. Start by determining the types of conjunction such as additive, adversative, causal, and temporal.

Other research about error analysis of conjunction usage in students' written recount text (Melyane & Kurniasih, 2014). This research focuses on examining the error coordinating conjunction and subordinating conjunction. The findings show that most found in the student-written are coordinating conjunction "and" then conjunction "but" while subordinating conjunction found is "because". The difference with the previous research is that it focuses on analyzing the error conjunction in coordinating conjunction and subordinating conjunction found in students' written recount text. The present research focuses on analyzing the types of conjunction found in Bali Travel News edition May 6-19, 2022, using the theory from (Halliday & Hasan, 1975).

Research about the use of conjunction also studied in many different ways, among of them in the compositions of secondary education students (Martínez, 2015), among L1 Luganda speakers of English (Mirembe & Isingoma, 2022), in advanced L2 speech (Jaroszek, 2011), in public transport (Böcker et al., 2020), in electronic mails vs. paper-based letters (Aidinlou & Reshadi, 2014), in argumentative essay by ESL undergraduates (Mohamed, 2016), and in the Speeches (Debaisieux, 2016; Odeh Al-Khalidy, 2018).

### **3. Method**

The data of this study were taken from the Bali Travel News edition May 6-19th, 2022. The methods used in this research are qualitative and quantitative. The qualitative method the writer used to analyze the data of conjunctions found in the newspaper Bali Travel News, and the quantitative method shows the number of occurrences by using the table. This research used an observation approach in the process of collecting the data, first reading each of the articles in a newspaper, Bali Travel News, then underlining the conjunction, and then classifying the data to analyze the types of conjunctions. The analysis will start by determining the types of conjunction, such as additive, adversative, causal, and temporal.

### **4. Results and Discussion**

#### ***4.1 Types of conjunctions found in Newspaper of Bali Travel News***

In this study, there are four types of conjunctions with a total number of occurrences of 357 data found in the newspaper Bali Travel News. In addition, this article presented the data in a table. The table shows the types of conjunctions to present the number of types of conjunctions found in the article by Bali Travel News. Then, the table showed the number of occurrences to show variations of the occurrences of different types of conjunctions. The data for all types of conjunctions, such as additive, adversative, causal, and temporal relations, will be shown in Table 1.

**Table 1.** Types of Conjunction Found in Newspaper of Bali Travel News

No	Conjunction	Data	Occurrences	Percentage
1	Additive	and	208	58,3%
		Or	21	5,9%
2	Adversative	But	10	2,8%
3	Causal	so	32	9,0%
		for	74	20,7%
4	Temporal	When	7	2,0%
		since	5	1,4%
Total			357	100%

Table 1 above shows the number of occurrences with a total of 357 conjunctions found in the article of *Bali Travel News*. To analyze the data, the writer used the qualitative method provided by the theory of Halliday and Hassan (1976) to analyze the types of conjunctions found in the Bali Travel News edition on April 9-22, 2021.

### A. Additive

According to Halliday and Hassan (1976), additives are the types of conjunctions used to combine sentences or connect sentences that express relations in a sentence. It's a part of cohesion and combined coordination form.

#### 1. Conjunction *and*

##### Data 1

Each room has a touch of traditional Balinese ornament *and* is equipped with various high-end facilities such as a flat-screen TV, safe deposit box and high-speed Wi-Fi internet access. (PHMHOTELS opens the 101 Bali Oasis Sanur: sentences 5 paragraph 2 page 2).

Conjunction *and* in the middle of the sentence, it is categorized as the simple additive relations. It is used to connect between the first clause and the second clause. For the example of data above, the first clause mentioned, "Each room has a touch of traditional Balinese ornament", whereas the conjunction *and* adding information in the second clause, which is "equipped with various high-end facilities such as a flat-screen TV, safe deposit box and high-speed Wi-Fi internet access."

#### 2. Conjunction *or*

##### Data 2

It was followed with a house tour to several hotel rooms, especially the tatami room *or* the Japanese style room. (gathering 2022 at the 101 Bali Fontana Seminyak: sentences 2 paragraph 4 page 11).

The conjunction "or" connects two clauses and refers to alternative options. For example, in the data above, the conjunction in the first clause is "It was followed with a house tour to several hotel rooms, especially the tatami room," adding the information in the second clause, "the Japanese style room," which means the hotel room used the Japanese style.

## B. Adversative

According to Halliday and Hassan (1976), adversative conjunction expresses the contrasting meaning between two clauses or statements of their meaning in a communication process about the speaker-hearer situation to find cohesion in sentences of external and internal fields. Conjunctions express adversative conjunctions but, still, yet, while, nevertheless, etc. The example of adversative relation will be explained in the data below found in the I Travel News edition April 6-19th, 2022.

### 3. Conjunction *but*

#### Data 3

So, initially 90 people confirmed to take part in the clean-up activities, *but* now there are more than 300 people involved. (UHA welcomes foreign tourists with action to clean up plastic waste: sentences 5 paragraph 3 page 3).

The conjunction “but” in the middle of the sentence connects the first and second clauses. From the example of the data above, conjunction *but* showed the first clause, “So, initially 90 people confirmed to take part in the clean-up activities,” and the second clause gives another information, “now there are more than 300 people involved”, it means conjunction *but* can be categorized as coordinating conjunction and has the contrast meaning between two main clauses.

#### Data 4

Cooking is actually a women’s job, *but* in fact, almost all over the world the profession of a chef is even mostly held by man (Ida Ayu Puspaari, a creative female chef who creates fusion food; sentence 1 paragraph 1 page 12).

The data example showed the conjunction *but* connected two main clauses with contrasting meanings. The first clause, “Cooking is actually a woman’s job,” gives a contrasting meaning with the second clause, “In fact, almost all over the world, the profession of a chef is even mostly held by men.” This explains the conjunction *but* gives the contrasting meaning between two clauses and still connects them.

## C. Causal

Causal conjunctions express the purpose, cause, and reason that happened. Causal conjunction relation is a type of conjunction that uses the conjunction *so*, *for*, etc. Causal also expresses the prepositional phrases in the sentences to express or indicate cause and effect (Halliday & Hassan, 1976).

### 4. Conjunction *for*

#### Data 5:

To increase guests’ satisfaction when traveling on the Island of Bali, the beach club facility, which can be accessed from the hotel with a 10-minute walk or using the shuttle service, is available as the right choice *for* sunbathing and

enjoying the day on Sanur beach. (PHMHOTELS OPENS THE 101 Bali Oasis Sanur : sentences 3 paragraph 3 page 2).

The conjunction “for” is used to connect between two main clauses in the sentences. Based on the example of the data above, the conjunction “for” adds the purpose of the information in the first clause: “To increase guests’ satisfaction when travelling on the Island of Bali, the beach club facility, which can be accessed from the hotel with a 10-minute walk or using the shuttle service, is available as the right choice” and the second clause “sunbathing and enjoying the day on Sanur beach”, it means the conjunction for giving the information about the right place when the guests travelling in Island of Bali, especially in the beach club, it can be visited in Sanur beach to doing the sunbathing and enjoying the day on Sanur beach.

#### 5. Conjunction *so*

##### **Data 6:**

All of her production menus have been accepted by tourist, *so* she is always creative to make new menus or at least modify the existing ones. (Ida Ayu Puspaari, a creative female chef who creates fusion food: sentences 7 paragraph 2 page 12).

The conjunction “so” in the middle of the sentence connects two main clauses to express the reasons for something. The second clause is categorized as a coordinating conjunction. Based on the example of the data conjunction “so” in the first clause “, All of her production menus have been accepted by tourists”, giving the reason which is “she is always creative to make new menus or at least modify the existing ones”. The first clause is why Ida Ayu Puspaari is always creative when making new menus.

#### **D. Temporal**

Halliday and Hassan (1976) pointed out that temporal conjunctions connect two phrases or clauses in sentences, and temporal conjunctions have a relation between two successive sentences. These types of conjunctions use the conjunction since, when, etc., to give the adverb of the time. The conjunction will be shown in the following ways.

#### 6. Conjunction *since*

##### **Data 7:**

This is our way of welcoming the rise of tourism in Bali. Honestly, *since* the opening of the international border and the start of the movement of foreign airlines landing at Ngurah Rai Airport, hotel occupancy has started to grow, so that in May and July the occupancy may reach 60 percent. (UHA welcomes foreign tourists with action to clean up plastic waste: sentences 3 paragraph 4 page 3).

The conjunction “since” is used to connect the first clause and the second clause. From the example of the data above, the first clause, “This is our way of welcoming the

rise of tourism in Bali”, adds term of time as a subordinate clause in the second clause “, the opening of the international border and the start of the movement of foreign airlines landing at Ngurah Rai Airport, hotel occupancy has started to grow, so that in May and July the occupancy may reach 60 per cent”, which is the second clause explain the time of foreign airlines landing and hotel occupancy.

#### 8. Conjunction *when*

##### **Data 8 :**

At the time, Meyrick was in Beijing *when* he met a simple and wise Chinese woman who started cooking at the age of 6 before China opened up to the outside world. (Mama San Bali Pampers Your Tongue; sentences 1 paragraph 5 page 1).

The conjunction “when” is used to express the time that happened in the past, and the conjunction “when” connects the first and second clauses. The example of the data showed the first clause, “At the time, Meyrick was in Beijing”, adding the term of time as a subordinate clause in the second clause “, he met a simple and wise Chinese woman who started cooking at the age of 6 before China opened up to the outside world”, it means the conjunction “when” giving the information of the adverb of time that has happened.

#### **5. Conclusion**

Based on the findings, it found that the types of conjunctions most used in a newspaper of Bali Travel News conjunction “and” as an additive relation, with 208 data then, followed by the conjunction “for” with 74 data and conjunction “so” 32 data as a type of causal relation. The types of conjunctions are divided into four types such as additive expressed by the conjunction “and” and “or,” adversative expressed with the conjunction “but,” causal by conjunctions “so” and “for” and temporal express the conjunctions “since” and “when,” (Halliday and Hassan, 1976) that are types of conjunction found in the newspaper of Bali Travel News edition May 6-19th, 2022. It is very important to use conjunctions when writing an article or newspaper to connect one sentence and another sentence to give the information to a reader. Use the conjunction in the article to link or connect the sentences, phrases, and clauses.

#### **Conflict of interest**

The author(s) declare(s) that there is no conflict of interest.

#### **Authors’ contribution**

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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## **An Analysis of Figurative Language Used in Nine Track Mind Album by Charlie Puth**

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<b>ARTICLE INFO</b>	<b>ABSTRACT</b>
Received: 07 January 2024	In writing songs, songwriters often use figurative language. This research analyzed the figurative language in the album Nine Track Mind by Charlie Puth. This research aimed to determine the type of figurative language used and the meaning shown by figurative language in the songs on the album. This research is descriptive research with qualitative and quantitative approaches. The data found in this research were analyzed by the theory of Knickerbocker and Reninger (1963) and supported by the theory of Wellen and Warren (1984). This research showed that songwriters used ten figurative language, namely 60% hyperbole, 10% allusion, 10% repetition, and 20% metaphor. In addition, the songwriter also uses connotative and denotative meanings in the album.
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### **1. Introduction**

Language is a systematic instrument of communicating ideas or feelings using sounds, gestures, or signs agreed (Brown, 2000; Prakash, 2014). Language can be said as a means of communication in human life (Boughoulid, 2022; Nasution & Tambunan, 2000). Most people need language to communicate, interact and get information from other people (Stowe & Haverkort, 2003). It can be said that language can be used to express someone's feelings or emotions and express their ideas, thoughts, and imaginations, expressed by speaking or writing (Moser, 1989). Written language can be found in novels, newspapers, poems, movies and magazines with subtitles (Stalker, 1974). Meanwhile, spoken language can be found in songs, speech, movies, and conversations. As human beings, we cannot separate ourselves from social communication and interaction, which certainly makes us live and have language. In

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contrast to spoken language, written language should use the proper structure to make the reader understand what the author wishes to convey.

A written text can be “good” if the reader can understand the writer’s intentions. However, sometimes, the author uses words to embellish his writings in figurative language, which needs more understanding to analyze the meaning inside. “Affirm that figurative language is a conspicuous departure from what users of a language apprehend as a standard meaning of words or the standard order of word, in order to achieve some special meaning or effect” (Norton et al., 1957). Another important point of a written work is clarity. Harvey states in his journal that “clarity is the number one priority in all issues of writing style” (Harvey, 2015). On the other hand, it is still possible for a writer to make mistakes by choosing words wrongly. Moreover, the need of every literary man to be able to portray their works more vividly and more interesting cannot be ruled out. So, the researcher believes figurative language helps every literary man transform their opinion to the readers and helps them visualize what is happening in their literary work.

Figurative language is commonly used in poems or song lyrics. Hornby stated that a song lyric is a short poem in several verses set to music to be sung, which contain figurative language (Hornby, 2015). The songwriters or composers usually beautify the language they use any figurative language so that the listeners will be more attracted to listen to the song. Listening to a song is an enjoyable activity. However, the listeners can only get pleasure if they understand the figurative language that is commonly found in the song lyrics. Lyrics are categorized into literary works, referring to imaginative literature (Hornby, 1974). It is imaginative since the songwriters created it at some time in history and intended to speak to other human beings about some ideas or issues that have human relevance. To understand society or what human beings experience in life, (Herman & Culler, 1999) stated that the features of literature in song lyrics are a body of thinking that is exceedingly hard to define literally. It follows the willingness of readers to pay attention and explore uncertainties in this literary work sample.

The significance of this study is that it can help English learners understand the meaning of figurative language in a song, and it is hoped that it will be useful for finding references or previous research about the meaning contained in figurative language in a song. The method and data are based on the theory of (Knickerbocker & Reninger, 1969) and supported by the theory of (Levin, 1949). The techniques used in this research are note-taking and observation. In this study, data collection was processed in several steps, such as searching for song lyrics, reading and recording song lyrics containing figurative language, and grouping them into figurative language types.

## **2. Literature Review**

Several previous studies on figurative language have been reviewed. The research about figurative language in the song lyrics has to identify the types of figurative language and the dominant types of figurative language found in the lyrics of the song Saif Adam. Researchers use the theory of Perrine. A qualitative descriptive method was used in this study to interpret the learning theory carried out in the process of identifying the

figurative language contained in the lyrics of the song. The difference between this study is the data source and theory: this study only focuses on using one song lyric (Milana & Ardi, 2021).

The second research is about the use of figurative language in Adele's song lyrics by (Mulyarti, 2014) has purpose to find the type of figure of speech used in Adele's song lyrics. Knowing the contextual meaning and the type of figure of speech that is more dominant in Adele's song lyrics. The methods used to obtain information are descriptive and qualitative. The data was obtained from the album 21, which contains 14 songs. Three songs were sampled: Rolling in the Deep, Set Fire to the Rain, and Turning Tables. Three types of figurative language are found in this study: hyperbole, personification, and synecdoche. The difference is only in the topic. Researchers try to describe and identify various types of figures of speech used in Adele's song lyrics. Therefore, this research is unique, distinguishing it from previous studies.

Other research is about figurative language on the song lyrics "you are my sunshine" by Anne Murray (Yusnitasari et al., 2022). This study analyses the types of figurative language contained in the lyrics of the song "You Are My Sunshine". This study aimed to determine the types of figurative language used in the Lyrics of the Song "You Are My Sunshine" by Anne Murray. How are the types of figurative language used in the lyrics of the song "You Are My Sunshine" by Anne Murray? In this study, the researcher used a qualitative descriptive method by analyzing the data in the song lyrics. In collecting data, this study identifies and classifies the types of figurative language in song lyrics. The difference is only in the topic. The researcher tries to describe and identify various types of figurative language used in the song "You Are My Sunshine" lyrics. This study succeeded in finding nine types of figurative language. However, the type of figure of speech is not found in the song lyrics because the song lyrics are ordinary language sentences.

The fourth research is about figurative language in "easy on me" song lyrics by (Swarniti, 2022). This study aimed to classify and analyze the lyrics of the Adele Easy on Me song based on the figurative language used. This research contains the meaning of qualitative research. The data source in this research is Adele's song lyrics, Easy on Me. The data collection technique in this research is observation. The theory used is based on Miller and Greenberg's (1981) theory about figurative language. Each data was analyzed descriptively based on the theory of figurative language. Based on this research's result, Comparative Figurative Language data was found in personification (4 data). In Contradictive Figurative Language, it was found to be hyperbole (3 data), litotes (2 data), and paradox (1 datum). In Correlative Figurative Language, it was found in this data source, namely: allusion (1 datum), ellipsis (2 data), metonymy (2 data), and symbol (8 data). The most common data found in data sources are symbols. The lyrics of this song have much figurative language. That is, the lyrics of this song try to use figurative language to express feelings or ideas imaginatively. In other words, the lyrics of this song try to create a special image and bring out one's emotions.

### 3. Method

The data were taken from the fifteenth (15) songs on the Nine Track album. Data were collected using observation and note-taking. The data collection steps were listening to the songs in the Nine Track Mind album, reading the song lyrics, recording the data contained in the song, and selecting and grouping the data into types of figurative language. This study used qualitative and quantitative methods to analyze the data. The data was then presented descriptively by using two theories. First, the theory by (Knickerbocker & Reninger, 1969) proposed types of figurative language such as simile, metaphor, personification, synecdoche, metonymy, hyperbole, irony, paradox, dead metaphor, and allusion. Second, as an additional theory to the theory of figurative language from (Wellek & Warren, 1956).

### 4. Results and Discussion

#### 4.1 Types of Figurative Language and Their Meaning Found on Song Lyrics of Nine Track Mind album

There are several types of figurative language, and their meaning can be found in the song lyrics of the Nine Track Mind album. The types of figurative language were categorized according to the theory of figurative language. The analysis of figurative language in the song lyrics is explained as follows.

#### a. Hyperbole

Hyperbole is a style of language that exaggerates the actual reality or its nature to intensify a statement or situation. According to Keraf (1984), hyperbole is a language style that contains exaggerated statements, by exaggerating something.

**Data 1:** *I'll be there to save the day" (One Call Away, line 12)*

Data 1 is hyperbole because, in reality, you cannot save the day like a superhero in a movie. This line means that you will always be there to support someone. You will always be there if someone needs you.

**Data 2:** *You know you're not alone" (One Call Away, line 22)*

This is a hyperbole because it was exaggerated because she could be alone.

**Data 3:** *It's been a long day without you, my friend" (See You Again, line 1)*

The text above is categorized as hyperbole because the word contains meaning, which means that someone who seems to have not seen his friend for a long time is like an entire day.

**Data 4:** *And I'll tell you all about it when I see you again" (See You Again, line 2)*

The text above is a type of hyperbole, because it describes someone who longs to meet, to the point of wanting to tell everything.

**Data 5:** *That I'll be standing right here talking to you" (See You Again, line 9)*

The text above is categorized as hyperbole, which means someone who will always be loyal to wait for him in the same place when he meets.

**Data 6:** *See the bigger picture" (See You Again, line 14)*

The word above is a form of hyperbole, which means "that one day we will meet in a more beautiful place.

### **b. Metaphor**

A metaphor is a figure of speech used to explain or describe something by referring to other things that are considered to have characteristics similar to the thing or person who wants to be described. According to Keraf (1981), a metaphor is a figure of speech that contains an implied comparison that equates one thing with another.

**Data 7:** *All the planes we flew" (See You Again, line 7)*

**Data 8:** *Good things we've been through" (See You Again, line 8)*

The text above is called a type of metaphor, where the meaning of the text is someone who has been friends for a long time and has spent time together.

### **c. Allusion**

Allusions are often used within a metaphor or simile. The comparison alludes to an event or person of significance that everyone should understand. Allusions often refer to previous works of literature, especially the Bible and Greek or Roman mythology.

**Data 9:** *Superman got nothing on me" (One Call Away, line 3)*

This line is an allusion because it uses a well-known figurative to explain its point. It means that Superman has no advantage over you and that you are equally powerful.

### **d. Repetition**

Repetition is a word, in the context of a repetition song that is used to repeat a word so that the meaning is conveyed.

**Data 10:** *I'm only one, I'm only one call away*

Repeating the same word "I'm only one"

The types of figurative language from the album *Nine Track Mind* were analyzed using the theory of Knickerbocker and Reninger (1963). This was then supported by the meaning of figurative language, which was analyzed using the theory of Wellen and Warren (1984). The types of figurative language are displayed in the following Table 1.

**Table 1.** The Occurrence of Types Figurative Language

Types of Figurative Language	Frequency	Percentage
Allusion	1	10%
Hyperbole	6	60%
Repetition	1	10%
Metaphor	2	20%
Total	10	100%

From the analysis, the researcher compares the study with the previous study. The writer compares this study with a similar research but with a different object. Some previous studies concern this topic:

This study has similarities and differences from Mulyarti's research (2014). It is almost the same because it also discusses the types of figurative language. There are several types of figurative language used, which are the same in every study, such as hyperbole, metaphor, etc. Other figurative languages analyzed by Mulyarti (2014) are symbols and synecdoche. Hyperbole is also the dominant type found in Adele's song lyrics.

Then, Milana & Ardi (2021) identified the types of figurative language based on Perrine's theory. She also found that the dominant type of figurative language used in the song lyrics by Saif Adam's album is a metaphor, and the most minor figurative language used is irony.

This research also explains the same method for identifying the types of figures of speech in song lyrics. Nevertheless, the object and theory differ from the previous research mentioned above. The researcher identified the types of figurative language in Charlie Puth's *nine-track mind* album, which consists of three songs.

The table above shows the figurative language used in the *Nine Track Mind* by Charlie Puth album; the researchers found ten pieces of data. Consists of 4 types of figurative language, shown in the table above. The types of figurative language found are allusion, hyperbole, repetition, and metaphor. The number of figurative languages found in the fourteen Charlie Puth songs in the *Nine Track Mind* album is allusion with 1 data or 10%, hyperbole with 6 data or 60%, repetition with 1 data or 10%, and metaphor 2 data or 20%.

The dominant figurative language used in the songs on the *Nine Track Mind* album, especially "One Call Away" and "See You Again," is hyperbole, with a total of 6 or 60%. The songwriter uses a lot of imagery in his song "One Call Away" to show feelings in a song. Therefore, songwriters are more likely to use hyperbole to emphasize the song. Besides that, it is more meaningful to convey to listeners when listening to the song on the *Nine Track Mind* album by Charlie Puth.

This study analyzes the types of figures of speech and the dominant types that appear in Charlie Puth's Nine Track Mind Album. The purpose of using figurative language in lyrics is to help lyric readers, and even song listeners understand the meaning of each lyric. The song is one of the media to learn figurative language because many songs use figurative language to make the song more exciting and lively. It also helps the reader or listener to determine the true meaning of the song's lyrics. There are still many aspects that can be learned about the types of figurative language. It is suggested that other researchers continue this topic. Other researchers can undertake similar topics or expand literary analysis with other linguistic features and aspects.

## 5. Conclusion

Based on the result of this study, the number of figurative languages found in Charlie Puth's Nine Track Mind album is ten sentences. The result showed one on allusion, or 10% of the total data; six data on hyperbole or 60% of the data; one on repetition or 10%; and two on metaphor or 20%. The dominant figurative language in the song One Call Away on the Nine Track Mind album is hyperbole with 2 or 20% data.

From the data analysis, the figurative language used in the song is the main part of the song itself. Figurative language is a way of expressing the songwriter's ideas and feelings. Therefore, the song is more lively and more poetic. Moreover, the meaning or message to be conveyed is deeper when heard by the listener. The song and figurative language become inseparable, where most of the figurative language songs are in the lyrics to make them more interesting, especially the figurative language in the songs on the Nine Track Mind album. The inclusion of the song as one of the research materials, in order to find out the functions contained in each figurative language used in the song, of course, has its function where the songwriter uses language not only as an aesthetic but also to give the meaning of a song lyric. This article can be useful for understanding the types and functions of figurative language in songs and can be a reference for readers. Therefore, listeners or readers no longer have difficulty finding the meaning of sentences using figurative language in the song.

## Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

## Authors' contribution

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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## **Analysis of Language Functions in Live Broadcasting Online Seller on TikTok**

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### **ABSTRACT**

Online seller live broadcasting has become a significant phenomenon in the social media community, especially on platforms like TikTok. Online sellers use specific language and communication strategies to grab users' attention, promote their products, and drive sales. This research aims to determine the function of language in a live broadcast video of an online seller on TikTok. The qualitative descriptive method was employed to describe each language function observed in the live video broadcasts of online sellers on TikTok. Data collection involved watching and observing the phenomenon of online sellers on the TikTok platform. This process involves several stages. Data analysis: Data reduction is carried out after the data is collected. The research results showed that there are four language functions that online sellers often use on the TikTok media platform: emotive functions, cognitive functions, referential functions, and metalinguistic functions. This language function influences the phenomenon of online sellers on TikTok by providing information about the goods being sold and influencing the audience to buy.

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### **1. Introduction**

Sociolinguistics is a branch of linguistics closely related to social life or the state of society (Hymes, 2012). Life in society is never separated from language, and in society, there will always be language problems that must be solved and solutions sought. Without language, communication will not go well. Communication can occur between two or more people or within a group. Holmes (2013) argues that sociolinguistics, a branch of linguistics, looks at and places the position of language about the users of that language in society. In other words, sociolinguistics holds that human life is a social society that

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does not live alone. In sociolinguistics, several aspects of language have special characteristics, namely, language sounds related to phonemes, morphemes, words, and sentences.

The function of language is one of the phenomena studied in sociolinguistics. Sociolinguistics studies how language functions in a social context, namely how language is used to achieve social goals and meet communicative needs in society (see Adil et al., 2020; Kanaza, Fauzia, 2020). According to Jakobson (1995), there are six functions of language in communication, namely (1) referential functions, (2) emotive functions, (3) conative functions, (4) phatic functions, (5) metalinguistic functions, and (6) The poetic function. In sociolinguistic analysis, the function of language is a concept that refers to the purpose or role played by language in a particular social context (see Gedamu & Gezahegn, 2021; Katili et al., 2021; Ricklefs, 2021; Warami & Latuputty, 2022).

In this increasingly advanced digital era, social media platforms have become essential for online interaction and commerce. One platform that has experienced rapid growth is TikTok (see Lee & Chang, 2022). TikTok has become a global phenomenon where users can share creative and interesting short video content. Thus, TikTok can be platform for sharing education (see Tolkach & Pratt, 2021). One aspect that stands out in TikTok's online sales is its use of language and unique communication style. TikTok has changed how we interact and communicate online, especially among sellers. On TikTok, online sellers can take advantage of the function of language in certain social contexts to promote their products or services to a wider audience. Therefore, analyzing language functions in online sellers on TikTok is the primary concern in this study (cf. Menggo et al., 2019 ; Seruni & Hamzah, 2019).

In this case, the researchers uses a previous study as a reference for analyzing this current study. This previous research analyzed six types of language functions found in COVID-19 videos via YouTube media (Sianipar, 2022). How does the language contained in the video fall into the types of language according to Jacobson's theory? In this latest research, the function of language in videos of online sellers on TikTok is used as an object to know the function of language found in online sellers on TikTok.

## **2. Literature Review**

Several previous studies have discussed about language function in various research objects and became supporting ideas for conducting the this current research (see Dewi et al., 2022; Fadillah, 2021; Mohamad et al., 2022; Pengcuo & Zhang, 2021; Ricklefs, 2021; Susanthi et al., 2021). Previous research helps researchers in analyzing cases of language functions better. Previous research has focused on the function of the language contained in the case, the variety of languages found in advertisements, and the variety of communication languages used for product marketing. In addition to analyzing the functions of the language contained in the video footage of an online seller on TikTok, this latest research also analyzes how the function of the language can have a positive impact on online sellers in their use.

First, a research conducted by Sianipar (2022) who focusing on investigating the

language function in covid-19 vaccine campaign. This research aims to determine the function of the language used in the Covid-19 vaccine campaign and find out the elements of language. The research data was obtained from the World Health Organization (WHO) YouTube channel. Data sources were processed and analyzed using the language function theory developed by Jacobson so that all elements of language function could be found. This previous research only focused on fulfilling the function of language. In the Covid-19 vaccine campaign video, what communication elements are used in the language function?

The second, research performed by Tutik et al. (2020) and Septiana (2022) investigating language varieties in digital advertisement. This research is focused on the form of variations of advertisements and slogans as well as their functions and meanings. The research techniques used were documentation, reading techniques, and note-taking techniques so that at the end of the analysis, foreign language variations were found in the advertisements and slogans of the online shopping site Shopee .

Furthermore, a research conducted by Nurfitasari (2021) who concern to discuss the classification of language functions in Instagram posts. This study uses a qualitative descriptive approach to state the solutions to the problems found in the 2020 celebrity posts. The purpose of using this approach is to obtain the attitude of the language contained therein.

The last, a research conducted by Yogatama et al. (2023). This research aims to analyze the variety of languages used by MSME account owners on the social media application TikTok in Indonesia in marketing their products. Then, with the variety of marketing languages they apply, researchers want to know the effectiveness of this type of communication in increasing product sales figures. This previous research used observation and recording techniques to analyze and process data. The method used is netnography with cyber media analysis techniques through four levels: the media space level, the media document level, the media object level, and lastly, the experienced level.

### **3. Method**

This study uses a qualitative approach to processing and analyzing data. Qualitative research enable researchers to collect and interpret the data by using content analysis (Krippendorff, 2004). The researchers described how sellers use language functions in live broadcasts conducted on the TikTok media platform to convey information, express feelings, and give command sentences to the audience. The theory used in analyzing the data is based on Jacobson's theory (1980, p. 84). This theory states six types of language functions, including emotive, conative, phatic, poetic, referential, and metalinguistic.

The data sources were not obtained directly through interactions, however all data was obtained through documentation, namely live broadcast footage of online sellers on the TikTok social media platform. Researchers obtained data sources from several online sellers on a social media platform, Tiktok. Through the videos collected, an analysis of language functions is carried out using Jacobson's theory.

The researchers recorded the data source when the online seller on TikTok was

broadcasting live. Researchers take several steps in collecting data. First, they look for live broadcasts of TikTok sellers who have many viewers; then, researchers record the live broadcasts to store the data. After that, the researchers returned to playing the live broadcast recordings repeatedly to understand the function of the language used by the online seller. Then, the researchers notes important points related to the purpose of this research. After the data has been collected, the researcher analyzes the data by going through three steps: data reduction, data display, and drawing conclusions (Miles et al., 2014).

## 4. Results and Discussion

### 4.1 Emotive Function

It focuses on the speaker's or writer's subjective experience and aims to evoke an emotional response in the listener or reader. The primary purpose of the emotive function is to communicate and convey emotions effectively. In short, the emotive function of language is about using words and other communication elements to express and evoke emotions, allowing us to connect with others on a deeper level and communicate our inner experiences effectively.

#### Data 1

*Kak Jill : 6 gelombang x 3 potong = 375k + diskon tambahan dari supa dupa tiktok darling, isi dek pesan tambahannya, semudah itu cinta love you adikku.*

This language function focuses on speakers who express their feelings through speech to the other person. The data above is one of the dialogues spoken by Jill, an online seller on TikTok. In her utterances, the function of emotive language is found, namely "love you adikku". In this case, Jill conveyed her affection as a seller to her live broadcast viewers, who had faithfully watched Jill sell and checked out orders.

#### Data 2

*Kak Jill : Malaysia belum ada cinta, maaf adikku*

"Maaf adikku" is included in the function of emotive or expressive language. The function of emotive language is related to the use of language to express speakers' feelings, emotions, or personal attitudes. When someone uses the word "maaf," it shows regret, guilt, or apology. "maaf" expresses remorse or guilt for an action or word that was wrong or hurtful. In this case, Jill apologized to show her regret because a viewer asked if the product could reach Malaysia, but it did not.

### 4.2 Conative Function

The conative function of language refers to how language is used to influence or direct the behavior of others. It focuses on the listener or reader and aims to persuade,

instruct, command, or influence their actions or thoughts. The primary purpose of the conative function is to achieve a specific response or desired outcome from the audience. The data below is obtained from watching live broadcasts of online sellers on the TikTok Shop.

### Data 3

*Kak Jill : 6 gelombang x 3 potong = 375k + diskon tambahan dari supa dupa tiktok darling, isi dek pesan tambahannya, semudah itu cinta love you adikku.*

The data above is one of the dialogues from an online seller named Kak Jill. In the dialogue, a conative language function is found, indicated by the instructions given by Kak Jill to the live broadcast audience: “Isi dek pesan tambahannya.” Jill asked her audience, Dek, in the imperative sentence, to fill in an additional message. After saying these words, Jill’s live broadcast audience added orders she would buy.

### Data 4

*Bagus Istri : Kalau sekarang mau check out langsung sekarang aja check out bunda-bunda, bagus istri tunggu.*

The data above was obtained from a dialogue in a live broadcast of an online seller on the TikTok media platform. Bagus Istri is a call from an online seller. She is a selebgram who is currently famous, but because she is not Indonesian, Bagus Istri difficult to speak in Indonesian. In the conversation, a function of conative language is found. “Kalau sekarang mau check out langsung sekarang aja check out bunda-bunda.” This dialogue shows how a seller gives instructions to her live broadcast viewers to do what she tells them to check out the product they want to buy right now. The word “sekarang” also emphasizes that she is giving an order.

### Data 5

*Seller : Etalase nomor 16 ya sayang cantik yaa. Langsung di check out dan di payment ya sayang. Paymentnya kita juga bisa COD ya sayang kalo mau payment COD*

The data above is a dialogue in a live broadcast of an online perfume seller on TikTok. In the excerpts of the dialogue, the function of the conative language shown by the sentence is found: “Langsung di check out dan di payment ya sayang.” Like the understanding of the function of the conative language that was explained earlier, in this sentence, the perfume seller gives instructions to the audience to immediately check out the products in their cart. After that, the seller also instructs the buyer to immediately make payments so that their orders can be processed and sent immediately.

### Data 6

*Seller : Yah sedih banget kalo sampe ga kedapatan. Jadi ayo di check out yuk Teteh*

The data is a fragment of a dialogue between an online seller on TikTok and a PVNshoes account. In this dialogue, a conative language function is found, in which the seller instructs the viewers of the live broadcast to immediately check out the products in the window. The sentence clearly shows this language's function, "Jadi ayo di check out yuk Teteh." The word "ayo" in the sentence appeals to the audience.

#### **4.3 Metalinguistics Function**

In the metalinguistic function, language is used to clarify, define, or discuss the code or system of language itself. It involves using language to explain or comment on linguistic elements such as words, grammar, phonetics, or semantics. The focus is on the linguistic structure, rules, and features of language.

#### **Data 7**

*Kak Jill : Kak Jill lebar 1 tinggi 3 kak jill 12 gelombang, maksudnya dekku? yang kak Jill pahami aja ya lebar 1 tinggi 3 adik kak jill checkout 6 gelombang 2 potong*

"Maksudnya dekku?" is one example of a metalinguistic language function. In this context, Kak Jill did not understand the question that was asked by one of the viewers on the live broadcast. To make sure that the answer given by Kak Jill later is not wrong, she said, "Maksudnya dekku."

#### **4.4 Referential Function**

The referential function of language refers to the way language is used to convey information, describe objects, events, or concepts, and provide factual or objective statements. When we use language in the referential function, we aim to provide clear and accurate descriptions, explanations, or definitions. We use words, phrases, and sentences to convey facts, share knowledge, or communicate ideas in a way that is as objective and unbiased as possible.

#### **Data 8**

*Kak jill : kak jill ga punya adikku, warna putih black out, gorden kak jill gada yang warna putih, vitrase ada dalaman kalo gordennya ga ada*

The data above is one of the dialogues found in the live broadcast footage of a TikTok seller. In this sentence, a language function is found, which indicates that the seller provides information to the audience. This is shown in the sentence "kak jill ga punya adikku, warna putih black out" and also "gorden kak jill gada yang warna putih, vitrase ada dalaman kalo gordennya ga ada". Kak Jill gave information to an audience member

who asked if Jill had white curtains. Then she continued the information in the form that the white curtains did not have, but the white curtains were there. Jill conveyed both forms of information to explain the products she was selling; that way, the audience knew clearly that the white curtains were gone so they could choose curtains with other colors still available.

### Data 9

- Kak Jill : Tidak panas, sebab susunan benangnya lebih padat adikku, love you sayang*  
*Kak Jill : Malaysia belum ada cinta, maaf adikku*  
*Kak Jill : Pink ada sayangku, pink di etalase kak jill nomor darling 14 dekku (sambil menunjukan gordennya) etalase 14 kak jill sayang warna dasar adeku warna pink, pinknya lembut banget cinta motif serat dengan jenis benang dove kering tidak bercahaya sama sekali bahan sebagus ini darling, dia ada di etalase kak jill nomor 14 dekku*  
*Kak Jill : Beda adikku, beda dikit adikku beda 40k*  
*Kak Jill : Isi pesan tambahannya dekku.*

The data above is a series of dialogs from the same video source. In the dialog, several sentences are found that show the function of referential language. The first is indicated by “*Tidak panas, sebab susunan benangnya lebih padat adikku*”. In this context, an audience asks about the product’s ingredients. Then Kak Jill, as the seller, provided information that the material was not hot because it was made of a denser arrangement of threads. With the information conveyed by the seller, the buyer can find out about the ingredients of the product she will buy so as not to arouse curiosity. The second is “*Malaysia belum ada cinta*”. The audience asked whether Jill’s products were sold in Malaysia, and Jill explained that they were not in Malaysia yet. The information provided by

Jill was able to answer questions from the audience. The function of referential language is also found in sentences “*Pink ada sayangku, pink di etalase kak jill nomor darling 14 dekku, etalase 14 kak jill sayang warna dasar adikku adikku warna pink, pinknya lembut banget cinta motif serat dengan jenis benang dove kering tidak bercahaya sama sekali bahan sebagus ini darling, dia ada di etalase kak jill nomor 14 dekku*”. In her dialog, Jill conveyed that curtains with pink colors existed and could be checked out at catalase number fourteen. Furthermore, Jill, the online seller, also explained to the audience that the pink curtains have a soft material with a fiber pattern and are made from dry dove threads that don’t glow. The information provided lets the audience know that the material used for the curtains is good, so they can decide which product they will choose.

### Data 10

- Penonton : Lipstick nya harga berapa?*  
*Bagus Istri : 58 ribu satuan, kalo kalian langsung beli 6, 235 ribu 6 warna gitu*

The data above is a dialogue conducted by an online seller broadcasting live on the TikTok media platform with a viewer asking a question. The function of referential language is indicated by sentences “58 ribu satuan, kalo kalian langsung beli 6, 235 ribu 6 warna gitu”. The audience asks about the price of the lipsticks being sold. The seller explains that if you buy one unit, the price is fifty-eight thousand, so if the viewer buys six lipsticks immediately, he can pay two hundred and thirty-five thousand Rupiah and get six types of lipstick color. This language function aims to convey information.

### Data 11

- Penonton* : *Check out nya gimana sih? Kok ga muncul check out nya?*  
*Bagus Istri* : *Usia kalo lewat 40, pake etalase 9 aja bunda, etalase 9 aja pake kalo usia lewat 40 ya*  
*Bagus Istri* : *Iya dong, bisa dong kalo usia lewat bisa pake etalase 9 karna etalase 9 anti aging bunda-bunda, etalase 9 anti aging, disini ada DNA Salmon serum bikin keriput-keriput kalian hilang dari muka kamu, ngerti kamu ga? Hah bunda-bunda?*  
*Penonton* : *Aku sudah check out*  
*Bagus Istri* : *Terima kasih banyakin, siapa yang udah check out? Tapi check out nya ga muncul sih*  
*Bagus Istri* : *Etalase berapa check out bunda ku? Kalo etalase 10 untuk hilangin jerawat ya, etalase 10 untuk hilangin jerawat ya bunda ku mantap jadi nya di kulit ya*  
*Bagus Istri* : *Belum, belum ada check outnya bunda, belum muncul kalo udah muncul saya kasih tau*  
*Bagus Istri* : *Mungkin bunda belum bayar, mungkin bunda ku belum bayar ini, ah kalo ada bunda-bunda, ibu-ibu kalian bisa pake etalase 9 biar kulit kalian jadi bagus ya kalo ada ibu-ibu itulah pakelah*  
*Bagus Istri* : *Bunda-bunda ku saya mau off sebentar ya kalo kalian mau check out silahkan karena bagus istri udah gabisa ini karena saya punya alergi atau gimana, saya mau off dulu ya, kalo mau check out lagi ayo*

The data above is a snippet of dialogue from a live broadcast recording when a seller sells his product. From the long dialog, many functions of referential language are found. “Usia kalo lewat 40, pake etalase 9 aja bunda, etalase 9 aja pake kalo usia lewat 40 ya.” The first is indicated by the dialogue, where the seller provides information that if the buyer is over forty years old, he must buy the product in etalase number nine, not another etalase. The next dialog showing the function of the same language is “bisa dong kalo usia lewat bisa pake etalase 9 karna etalase 9 anti aging bunda-bunda, etalase 9 anti aging, disini ada DNA Salmon serum bikin keriput-keriput kalian hilang dari muka kamu”. The seller explained the reason why someone over forty years of age should buy a product that is in etalase number nine, which is because the product contains Salmon DNA, which can remove wrinkles on the face. With this information, buyers can choose the product they will buy. The next referential language function is indicated by a dialog

*“Kalo etalase 10 untuk hilangin jerawat ya, etalase 10 untuk hilangin jerawat ya bunda ku mantap jadi nya di kulit ya”*. After explaining the product’s contents in etalase number nine, the seller returned to provide information regarding the product in etalase number ten. She explained that the product helps eliminate acne and is very good for the skin. The next dialogue is *“Mungkin bunda belum bayar, mungkin bunda ku belum bayar ini, ah kalo ada bunda-bunda, ibu-ibu kalian bisa pake etalase 9 biar kulit kalian jadi bagus ya kalo ada ibu-ibu itulah pakelah”*.

From the dialogue, two pieces of information were found that the seller was trying to convey; the first was an explanation when an audience member asked why the check-out receipt had not been seen, and then the seller explained that it might have happened because she had not made a payment. Then the second information is the seller explained that etalase nine is very good for buyers who are mothers. The last referential language function in this live snippet is indicated by *“Bunda-bunda ku saya mau off sebentar ya kalo kalian mau check out silahkan karena bagus istri udah gabisa ini karena saya punya alergi atau gimana”*. The seller informs all live broadcast viewers that she will end the live broadcast because the seller has an allergy, so she cannot continue. Through the information provided, she hopes that viewers who have not checked out their products will immediately check out.

## Data 12

- Seller : Ini bisa dipakai dari pagi sampe malem yaa. Menurut aku ini cocok banget untuk event-event yang formal, bepergian*
- Seller : Iya betul dia harganya lagi murah banget, kamu ambil 30ml kita kasih kamu free testernya 2 terserah mau yang mana aja*
- Seller : Iya wanginya soft banget ya, wanginya lebih ke manis bunga*
- Seller : Jangan lupa kamu kalau mau ambil testernya yang kita pilih, boleh ditulis di notes ya sayang ya mau yang mana*
- Seller : Etalase nomor 16 ya sayang cantik yaa. Langsung di check out dan di payment ya sayang. Paymentnya kita juga bisa COD ya sayang kalo mau payment COD*

The data above is obtained from footage of perfume’s live broadcast by account favorit ciwi-ciwi. In the seller’s dialogue, the function of referential language is found in its use. The function of this language is first indicated by the sentence *“Ini bisa dipakai dari pagi sampe malem yaa. Menurut aku ini cocok banget untuk event-event yang formal, bepergian”*. In this context the seller provides information to the audience regarding the perfume she is selling. This information is in the form of the durability of using perfume, from morning to night. Furthermore, the seller also explained her opinion that the perfume variant she was explaining was very suitable for formal events or just for traveling.

Through this explanation, the audience gets information as a reference for them to choose a perfume variant, because they cannot smell the perfume directly. So the information from the seller is very helpful. Next, there is a sentence *“harganya lagi murah banget, kamu ambil 30ml kita kasih kamu free testernya 2 terserah mau yang mana*

*aja*". The referential language function is shown when the seller provides information that the price of the perfume is cheap, and if the audience buys perfume with 30 ml, the seller will provide a tester according to the buyer's choice. This information is conveyed with the aim of making the audience more interested in buying perfume with 30 ml content because it will benefit. "*wanginya soft banget ya, wanginya lebih ke manis bunga*", this explains to the audience that a perfume that has a soft fragrance is like a sweet floral scent. The last referential language function in the dialog is indicated by "*Paymentnya kita juga bisa COD ya sayang*", the seller provides information regarding payment systems that can be made by the buyer, one of which is COD (cash on delivery). Through this information, viewers who want to buy perfume but want to pay directly know the information that the shop also provides an on-site payment system.

### Data 13

- Seller* : Kita ada promo untuk hari ini aja, besok-besok belum tentu ada lagi say.  
*Seller* : Yah sedih banget kalo sampe ga kedapatan. Jadi ayo di check out yuk Teteh  
*Seller* : Yang cocok untuk olahraga, ada di etalase 1 dan 2  
*Seller* : Aku punya yang etalase 4 warnanya cream, tingginya itu 4 cm ya  
*Seller* : Ini bagian sampingnya, itu dia ada motif lovenya gitu. Trus dibagian tali, udah dikepang, kamu ga perlu kepang sendiri. Sudah kita kepangin dari sini.

The data above was obtained from a live broadcast of a TikTok account named PVNshoes. "*Kita ada promo untuk hari ini aja*". The seller provides information to all live broadcast viewers that the shopping promo at the store is only valid for one day. This information is provided so that viewers are interested in buying products from that store immediately without delaying and waiting for the next day. Similar language functions are also indicated by the sentences "*Yang cocok untuk olahraga, ada di etalase 1 dan 2*". This sentence contains information the seller gave to all viewers regarding shoe products suitable for sports. This information aims to make it easier for viewers who buy sports shoes to immediately see the products in storefronts 1 and 2. "*Aku punya yang etalase 4 warnanya cream, tingginya itu 4 cm ya*" also shows information where the seller explains that the product in the four storefronts is cream colored and has a height of four cm. Information related to the product is beneficial for buyers to avoid product purchase mistakes. The function of the last referential language in this case is shown by the sentence "*Ini bagian sampingnya, itu dia ada motif lovenya gitu. Trus dibagian tali, udah dikepang, kamu ga perlu kepang sendiri. Sudah kita kepangin dari sini*". It can be seen clearly that the sentence contains specific information related to the product. The seller explains every shoe detail, including a love motif and the shoelace with a braided model that can make it easier for the buyer.

## 5. Conclusion

The function of language is a language phenomenon often found not only in society but also through social media platforms, such as TikTok. In this sociolinguistic review,

we study how language is used to achieve social goals and meet communicative needs in society. The use of language style and a unique way of communicating can attract an online seller when they want to sell their goods through live video broadcasts (cf. Umiyati & Sarumaha, 2023). Through language, the seller can provide information to the buyer about the product, give instructions or persuade the audience to buy the product being sold, and express feelings in the form of affection and also apologies, which are expressions of regret (see Kurniasari et al., 2020; Yates & Major, 2015). There are four types of language functions found in three different live broadcast footage, including emotive language functions, conative language functions, referential language functions, and the last is metalinguistic language functions.

### **Conflict of interest**

The author(s) declare(s) that there is no conflict of interest.

### **Authors' contribution**

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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