

**An Analysis of Language Functions used by Buzzer Jokowi
on Twitter**

A Thesis



By

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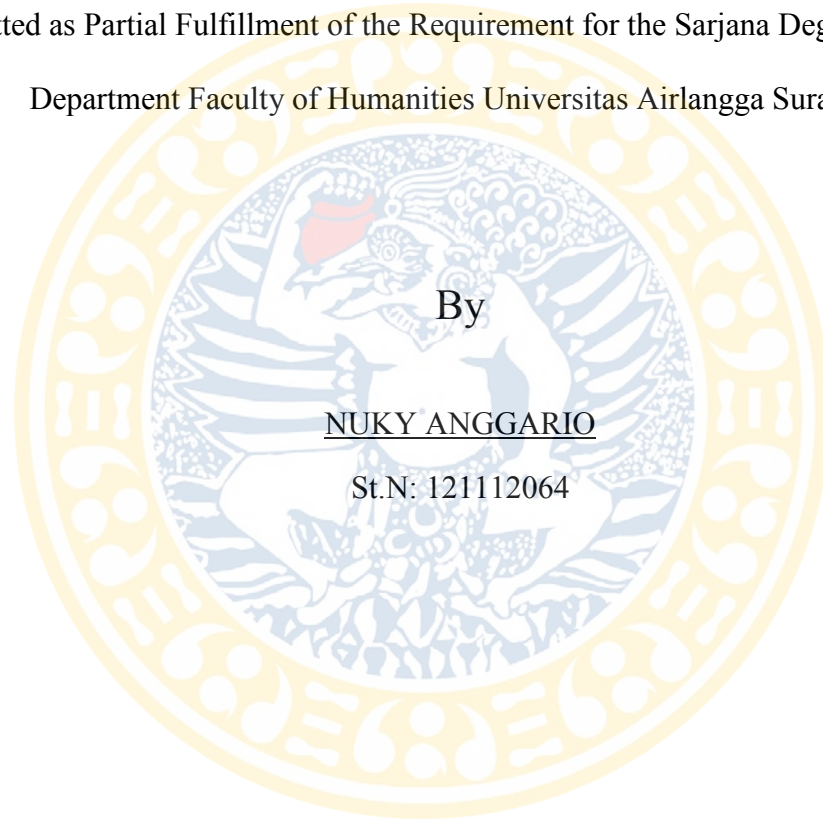
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Submitted as Partial Fulfillment of the Requirement for the Sarjana Degree of English

Department Faculty of Humanities Universitas Airlangga Surabaya



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DECLARATION

This thesis contains no material which has been accepted for the award of any degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due references is made in the text of the thesis.

Surabaya, July 25th 2016

The Writer



Nuky Anggario

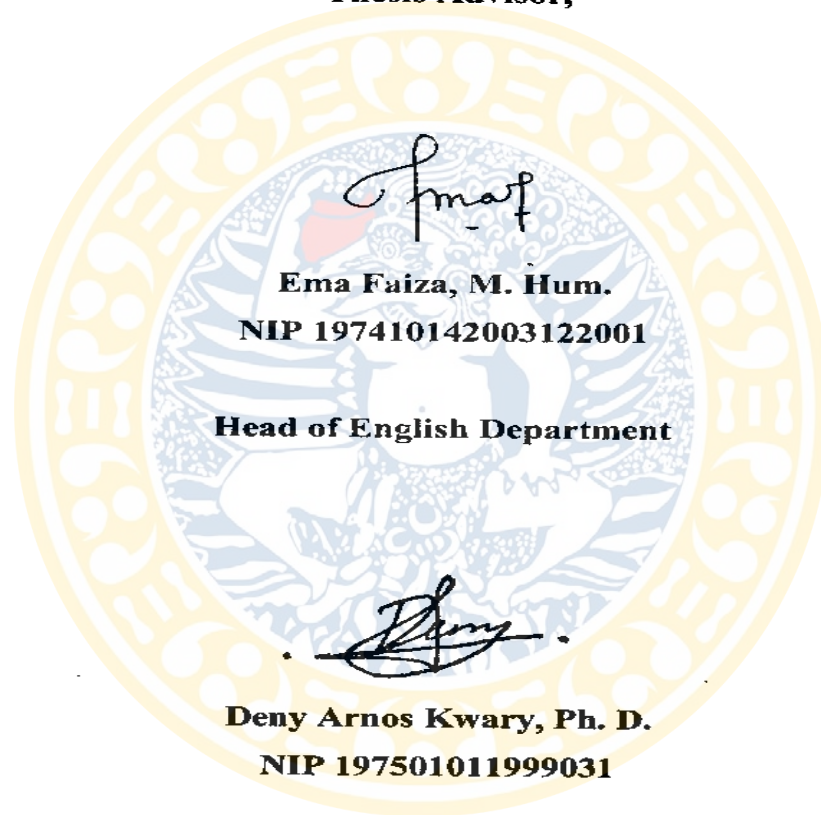
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*I dedicate this thesis to Allah SWT, My Parents, My Family
and All My Friends who always support me*



**Approved to be examined
Surabaya, July 13th 2016**

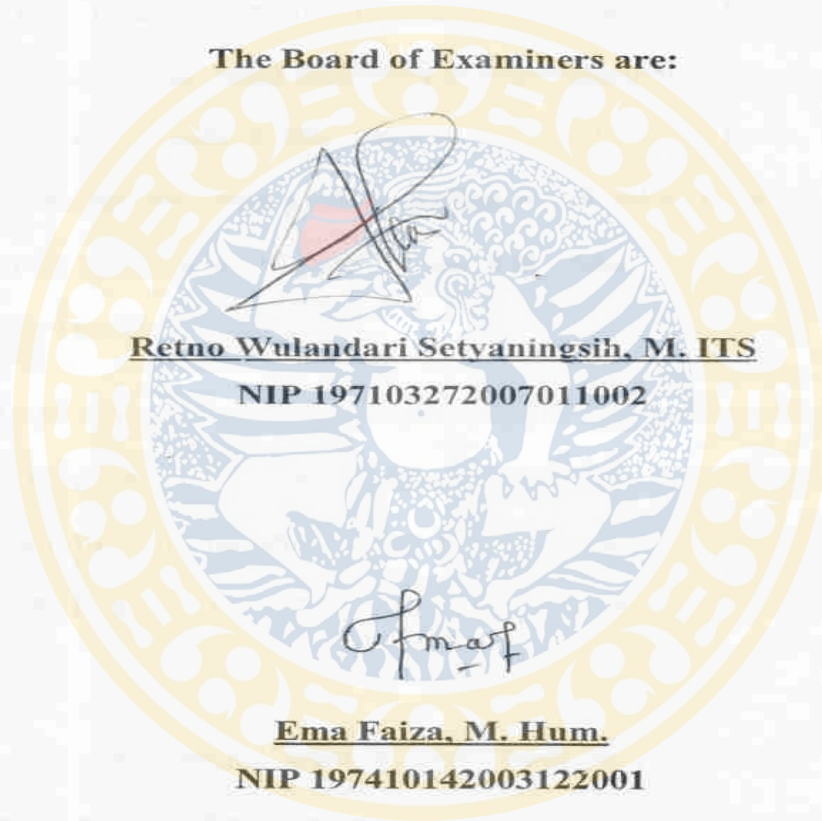
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July 25th 2016

The Writer

The Real You is What You Do when No One is Watching You

- Ali Bin Abi Thalib -



TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page	ii
Declaration Page	iii
Dedication Page	iv
Thesis Advisor's Approval Page	v
Thesis Examiner's Approval Page	vi
Acknowledgements	vii
Epigraph	viii
Table of Contents	ix
Abstract	xiv
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Statements of problem	6
1.3 Objective of the Study	6
1.4 Significance of the study	6
1.5 Definition of Key Terms	7
CHAPTER II LITERATURE REVIEW	
2.1 Theoretical Frameworks	9
2.1.1 Social Factors	9
2.1.2 Social Dimensions	10
2.1.3 Language Functions	11
2.1.4 Positive Politeness	13
2.1.5 Negative Politeness	17

2.1.6 Hashtag	20
2.2 Review of Related Study	23

CHAPTER III METHOD OF STUDY

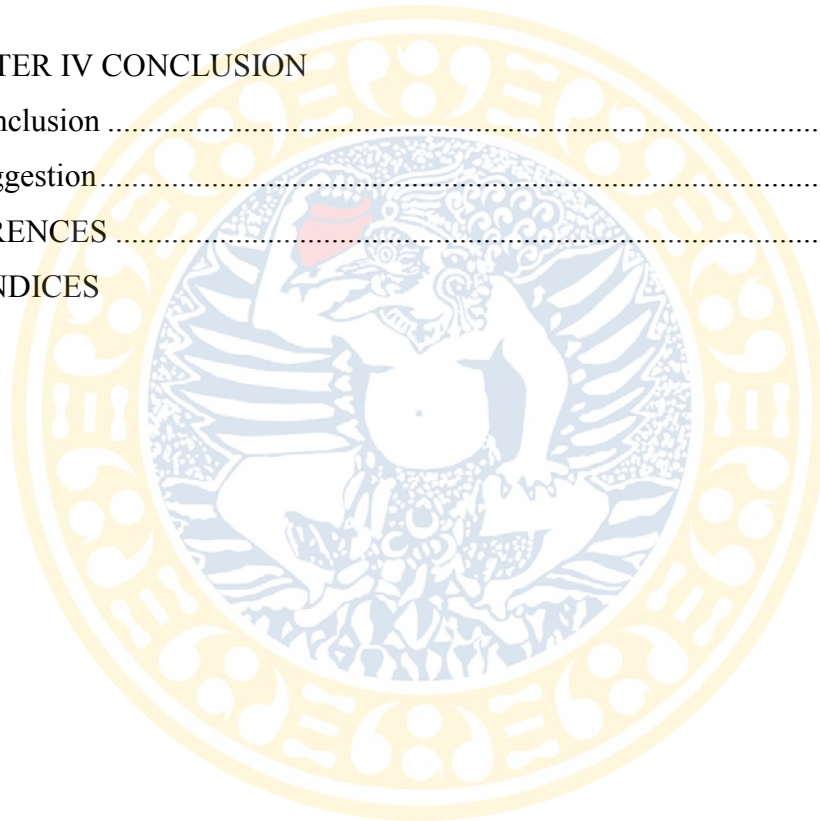
3.1 Research Approach	25
3.2 Population and Sample	25
3.3 Method of Data Collection	26
3.4 Method of Data Analysis	27

CHAPTER IV DISCUSSION

4.1 Results	28
4.1.1 Language function found in Buzzer Jokowi tweets	29
4.1.1.1 Expressive function	30
4.1.1.1.1 Data 1.118	30
4.1.1.1.2 Data 1.25	31
4.1.1.1.3 Data 2.15	31
4.1.1.1.4 Data 1.74	32
4.1.1.2 Referential function	33
4.1.1.2.1 Data 1.40	33
4.1.1.2.2 Data 2.59 and 2.60	34
4.1.1.2.3 Data 2.44	35
4.1.1.3 Directive function	36
4.1.1.3.1 Data 1.28	36
4.1.1.3.2 Data 2.43	37
4.1.1.3.3 Data 1.4	38
4.1.1.4 Phatic function	39
4.1.1.4.1 Data 2.57	39
4.1.1.4.2 Data 1.59	40

4.1.1.4.3 Data 1.48	41
4.1.1.5 Poetic function	42
4.1.1.4.1 Data 2.88	42
4.1.2 Politeness strategy.....	43
4.1.3 Positive politeness.....	44
4.1.3.1 Strategy 1 – Notice and attend to H	44
4.1.3.1.1 Data 2.34	44
4.1.3.1.2 Data 1.24	45
4.1.3.2 Strategy 2 – Exaggerate	46
4.1.3.2.1 Data 1.50	46
4.1.3.2.2 Data 2.85	46
4.1.3.3 Strategy 4 – Use in group identity markers.....	47
4.1.3.3.1 Data 1.4	47
4.1.3.3.2 Data 1.62	48
4.1.3.4 Strategy 7 – Presuppose/raise/assert	49
4.1.3.4.1 Data 2.16	49
4.1.3.5 Strategy 8 – Joke.....	49
4.1.3.5.1 Data 1.67	50
4.1.3.6 Strategy 12 – Include both S and H in the activity	50
4.1.3.6.1 Data 2.5	51
4.1.3.6.2 Data 2.82	51
4.1.3.7 Strategy 13 – Give (or ask) for reason	52
4.1.3.7.1 Data 1.69	52
4.1.3.7.2 Data 2.24	53
4.1.3.8 Strategy 15 – Give gift to H.....	54
4.1.3.8.1 Data 1.111	54
4.1.3.8.2 Data 2.3	54
4.1.4 Negative politeness	55

4.1.4.1 Strategy 3 – Be pessimistic	55
4.1.4.1.1 Data 1.82	56
4.1.4.2 Strategy 4 – Minimizing the imposition	56
4.1.4.2.1 Data 1.126	57
4.1.4.2.2 Data 1.119	57
4.2 Interpretation.....	58
CHAPTER IV CONCLUSION	
5.1 Conclusion	63
5.2 Suggestion.....	64
REFERENCES	65
APPENDICES	

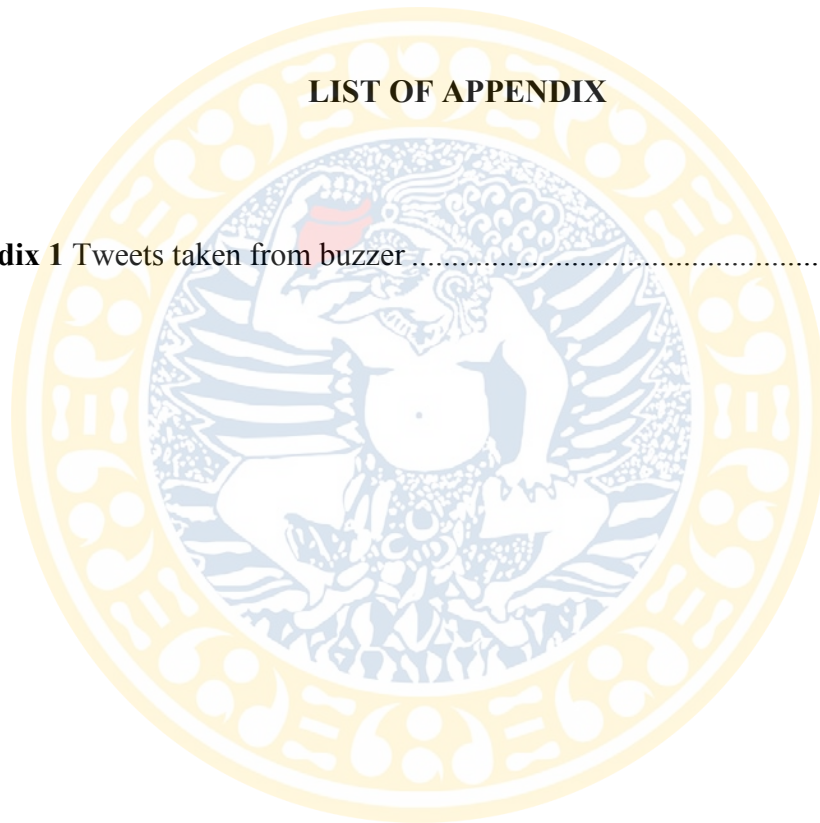


LIST OF TABLE

4.1.1 Table of language functions found in this study 29

LIST OF APPENDIX

Appendix 1 Tweets taken from buzzer 67



Anggario, Nuky. 2016. *An Analysis of Language Functions used by Buzzer Jokowi on Twitter*

Abstract

The use of social media which is very significant during the period of presidential elections in Indonesia became an interesting thing to be observed in the context of the development of the language that appears therein. This paper aims at analyzing language function and politeness strategy used by buzzer in cyberspace Twitter during campaign period. Participants of this study are 17 buzzers supporting presidential candidate Joko Widodo, who also appears in 60detikaja.com webpage. There are 262 functions appears from 223 tweets made by buzzer in two debates that have been selected as the data sources are the first and last debate. The data collected analyzed by using theory of language functions and politeness strategy which only focus on positive and negative strategies. The result revealed that expressive function and positive politeness became function and strategy that most often appears in this study and there is a connection between the expressive function with positive politeness and directive function with negative politeness

Keywords: campaign; election; negative politeness; politeness strategy; positive politeness; social media; twitter.

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The year of 2014 is an important year for Indonesia because in that year Indonesia hold elections which going to produce a new leader for Indonesia. Elections in that year is a historical election due to the elections consists only two pairs of presidential candidates which ran in the presidential election, it is the first time since the reign of President Suharto. The election in 2014 is also an election with the fewest number of parties with only 12 parties. One of the interesting phenomena of the election in 2014 was the emergence of the political Buzzer phenomenon appearing in social media twitter to support a presidential candidate they support.

The phenomena of political buzzer began to develop in Indonesia in mid-2012 when DKI Jakarta holds local election (pilkada). In the election, many Twitter users promoting candidate for governor that they support through the tweets that they made. One of Twitter accounts that give support via their tweet is popular anonymous account @TrioMacan2000 and @kurawa. As quoted from Hailuki (2015), account @TrioMacan2000 gives his support to candidate Joko Widodo and Basuki Tjahaya Purnawa by creating Kultwit or twitter lecture with title "ALASAN WARGA DKI HARUS MEMILIH JOKOWI DALAM PILKADA DKI 2012 PUTARAN 2" (Reason people should choose Jokowi in the election of DKI 2012 round 2)

This phenomenon is being most talked by many people when Indonesia held presidential election in 2014. With only two candidates, there is intense competition in terms of supporting presidential candidate who run in this election. According to Adhi (2014), supporters of Joko Widodo (candidate number 2) look more active than the supporters of candidate number 1. This was evidenced by the appearance of several hashtag related to presidential candidate Joko Widodo which became trending topic or topic that most frequently discussed on Twitter, for example are hashtag #TegasPilih2 and #Salam2Jari which became trending topic on 22 June, 2014.

Buzzer activity or buzzing is an activity to promote something or preferred activities or in another sense by the users of Facebook and Twitter is an interesting thing to be promoted. According to Jeff Staple (2011), an observer of social media, the Buzzer is a person who listened to his opinion, believes, and makes people react afterward or in other word buzzer is a Twitter user that could influence other users through their tweets to follow what buzzer believes. Initially buzzing activity is an activity performed voluntarily, without an organized and spontaneous, but today these activities are organized, planned, and also can make money.

According to semioCast.com, Indonesia is a country with Twitter users to fifth in the world with 32.2 million users and Twitter users in Indonesia recognize as active user, users that registered and doing activities in that site, This was evidenced by Jakarta and Bandung are in the top ten cities with the highest number of tweets in the world with 552 million tweets in June 2012. Their activeness may also be

indicated by the use of many hastags (symbol for organizing topics of discussion) created by Twitter users in Indonesia which becomes a trending topic in the world, the hashtag usually contains about events that are being most talked in Indonesia. One of the examples is when Indonesia new president Joko Widodo was inducted in October 20, 2014; hashtag #PresidenJokowi which is identical with Joko Widodo became trending topic (Tanjung, 2014). Later, it was to be one of the factors supporting the appearance of the phenomenon of the political buzzer.

The appearance of Buzzer phenomena also marked with the brand or trademark which is participating in social media twitter to run campaigns and promoting their product. The brand then requires the services of twitter users to promote their brand, so this phenomenon appeared later. One example of products that use the services of buzzer is a product of mouthwash (Listerine) which uses the services of a Pandji Pragiwaksono, artist and comedian (stand up comedy/komika) to promote their brand. The uniqueness of buzzer activities becomes one of the phenomena that attract the author to be able to analyze it, in addition, the composition of the language used when a person conducting buzzing activity so that his followers could be affected are other things that attracted the writer to conduct this study.

The purpose of this thesis is to examine and analyses language function and politeness strategy used by political buzzer in cyberspace such as Facebook and Twitter; however, here the writer only focuses on social media Twitter because according to semioast.com, twitter users in Indonesia achieve more than 30 million

users or ranked fifth in the world. Based on that fact, the writer believes that in this media the Buzzer doing more buzzing activities. To achieve this goal, the writer is going to observe and then analyze some accounts of political buzzer which is often doing buzzing activities at their twitter account, by analyzing the tweets of the buzzer, the writer hope it can be answer the problem statement in this research.

Related research topics associated with a Buzzer was made by Bobby Febriawan, a student majoring in communication science from the University of Atma Jaya Yogyakarta, he made research about Buzzer in his thesis in 2013, the topic of Buzzer entitled “ Faktor-faktor yang berperan pada digital agency dalam pemilihan Buzzer di social media”. This study shows how digital agency uses Twitter to promote the brand through a buzzer as communicator or brand endorser to deliver messages to twitter users. The study also reveals about some factors that play role in the selection of Buzzer on Twitter that campaign objectives, compatibility, engagement, followers, influence, the type, area of the client’s budget, rates Buzzer and track record. Differences in research conducted by Bobby Febriawan and research conducted by the writer here is the role of a Buzzer. Bobby Febriawan in his research focused on the criteria for what makes a person called Buzzer and how that Buzzer was instrumental in the field of digital agency. On the other hand, research conducted by the writer here focuses on how a Buzzer plays a role in the use of language that used in their tweet with the goal to influence their followers in presidential election.

The other research which concerns on the use of theory of language function that similar with this study was conducted by Nurul Adhalina, a student majoring in English Literature from Diponegoro University. Her thesis entitled “The Different Language Style and Language Function between Students and Teachers in Updating Their Status in Facebook Webpage”. The writer of this research analyzed the differences in style and function of language by students and teachers when they update their status on Facebook with the topic of National Examinations. The writer uses the theoretical basis of some experts such as Holmes, Martin Joos, Wardhaugh. Differences arising between the writer’s research with the research above is the background of object observed, research conducted by Nurul Adhalina using teachers and students as an object, while the object of the research conducted by writer are some people who actively support presidential candidate Joko Widodo in twitter and also come from various occupations.

The other research that was associated with politeness strategy in this research was conducted Puji Rohmdyanto, a student majoring in English Literature from Airlangga University. His thesis entitled “Politeness strategy used by the junior manager inspector, the head of technical unit and supervisors at depo kereta api pasar turi”. In this research, the writer analyzed politeness strategy in a company relating to treatment of train. The difference between this research with the author’s research is author focus on strategy of positive and negative politeness while research

made by Puji Romadyanto focus not only on politeness strategy but also on Face threatening Acts (FTA), Off record and Bold on record.

1.2 Statements of the problem

To examine subjects of this study, the writer will try to give problem statement which will provide guidance to the reader about what question will be discussed in this study, as follows:

1. What language functions are found in tweet used by Buzzer Joko Widodo?
2. What kind of politeness strategy used in the choice of particular speech function?

1.3 Objective of the study

The objective of the study is to find out what kinds language function and politeness strategy used by buzzer who support presidential candidate Joko Widodo in their twitter account during campaign period of presidential election of 2014.

1.4 Significance of the study

This study aims to present a new knowledge regarding the development of language in social media especially in Twitter. Theoretically, there are two benefits that can be gained from this study. The first benefit is how we can categorize what types of language functions and politeness strategies that most often and rarely appear

in a tweet made by buzzer who come from various backgrounds in the context of the 2014 presidential elections. The second benefit that can be gained is how we can know relation between language functions that appear to politeness strategies used by buzzer in a tweet that they made.

Practically, this study could very useful for the user of social media especially in Twitter who want to promote something that is considered as something interesting. The twitter users can apply type of language functions which is most often used by the buzzer in this study to promote something that they think as interesting one. Here, the twitter user could also apply the appropriate politeness strategy when they are promoting something on social media. Last, the writers hope this study can contribute to the development of new knowledge in general linguistic and in particular field of sociolinguistic.

1.5 Definition of key terms

Buzzer : A person who listened to his opinion, believes, and makes people react afterward (Jeff Staple, 2011)

Indonesian Election : Elections are facilities implementing the people's sovereignty to elect members of Parliament, Council and Parliament as well as the President and Vice President.

Elections are held with the participation of the people based on the principles of direct, general, free, confidential, honest and fair and ensure the principles of representation, accountability and legitimacy. (Indonesian general election commission)

Social Network : (1) web-based services that allow individuals to, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Danah Boyd)

Twitter : Online application that is part blog, part social networking site, part cell phone/IM phone, designed to let us answer the question “what are you doing?” Users have 140 characters for each posting (or tweet) to say whatever they care to say (educause)

Hashtag : Inscrib[ing] a keyword in a tweet as metadata referencing the topic of the message as assigned by the user (Zappavigna)

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

In this study, the writer uses two main theories, first is language functions that is proposed by Holmes (2001), this theory divided into 8 functions namely referential, expressive, directive, phatic or social, poetic, metalinguistic, heuristic and commissives. The second is politeness strategy that is proposed by Brown and Levinson (1987). In this study, the writer only uses positive and negative politeness.

2.1.1 Social Factors

Social factors have been relevant in accounting for the particular variety used, some relate to the users of language – the participants. Others relate to its uses – the social setting and function of the interaction. Who is talking to whom (e.g. wife – husband, boss – worker) is an important factor. The setting or social context (e.g. home, work) is generally a relevant factor too. The aim or purpose of the interaction (informative, social) may be relevant.

- The participants:
 - a) Who is speaking
 - b) Who are they speaking to
- The setting or social context of the interaction: where are they speaking?

- The topic: what is being talked about?
- The function: why are they speaking?

2.1.2 Social Dimensions

Social dimensions contain some components which are related in discussion, these are:

a) Social distance

This scale is useful in emphasizing that how well we know someone is relevant factor in linguistic choice

Intimate

Distant

High Solidarity

Low Solidarity

b) The status scale

This scale points to the relevance of relative status in some linguistic choices

Superior

High status

Subordinate

Low status

c) The formality scale

This scale is useful in assessing the influence of the social setting or type of the interaction on language choice

d) The referential and affective function scales

Language can convey objective information of a referential kind; and it can also express how someone is feeling. In general the more referentially oriented an interaction is the less it tends to express the feelings of the speaker. By contrast, interactions which are more concerned with expressing feeling often have little in the way of new information to communicate

2.1.3 Language Functions

Holmes stated that language function has a role in language variety and it is one of important factors. Here some functions of language according to Holmes (2001: 259):

2.1.3.1 Referential function

This function use to convey information and this is done through different forms of speech, such as declarative or interrogative statements.

- Declarative statements (After this semester, I'm going to visit London)
- Interrogative statements using Wh-questions (what is your name?)
- Interrogative statements using yes/no questions (do like London?)
- Alternative questions with answer choices (do like tea or coffee?)

2.1.3.2 Directive function

This function uses to giving orders or making requests by using imperative statements. An imperative statements may express a strict demand such as saying (open the door) or it can seem less demanding by using the politeness strategy such as saying (open the door, please) or through using question tags in the case of informality between mother and son (Max the TV is still on!)

2.1.3.3 Expressive function

This function uses to express personal feelings, thoughts, ideas and opinions, with different choice words, intonation, etc. These expressions are submissive to social factors and to the nature of the expression as negative (I'm very gloomy tonight) or positive (I'm feeling very good today).

2.1.3.4 Phatic or Social function

This function is one of the most common speech acts in everyday interactions; it consists of greetings, compliments, gossip, etc. for greeting a friend, a speaker can say (hi/hello). As for greeting a stranger, the speaker can use (hello), but the more formal greetings between strangers are (good morning/afternoon/evening).

2.1.3.5 Metalinguistic Function

This function is used to describe parts of language such as grammar, or words that describe language itself (I is a personal pronoun)

2.1.3.6 Poetic Function

This function is using poetic features such as rhyming words, alliteration or paronomasia and antithesis (An apple a day keeps the doctor a way).

2.1.3.7 Heuristic Function

Halliday identified this function of language which concerned with learning, the main concentration of researching this function of speech is to identify the spoken language of learning children.

2.1.3.8 Commissives

This function involves using threats and promises (I will clean my room, I promise).

2.1.4 Positive Politeness

Positive politeness is strategy that is redress directed to the addressee's positive face, his wants should be thought as desirable (Brown and Levinson, 1987). This strategy determines S to request to a common goal (Yule, 1996). The tendency of positive politeness is to emphasize solidarity and minimize status difference. Positive politeness is usually related to the statement of friendship, solidarity and compliments. In applying positive politeness speaker can use strategies as follows:

a. Strategy 1: Notice and attend to H (his interests, wants, needs, goods)

S pays attention to any aspects of H's condition (noticeable changes, remarkable possession, anything which seems as if H would want S to notice and approve it), for example, "*Your performance is great!*"

b. Strategy 2: Exaggerate (interest, approval, sympathy with H)

S uses exaggerate intonation, stress, and other aspects of prosodic. It is done to show interest, approval and sympathy to H, for example, “*How fantastic your house is!*”

c. Strategy 3: Intensify interest to H

In this strategy S convey what his/ her wants by making a good story and involving H into the middle of events being discussed. In performing this strategy S usually uses some words that can trigger H’s attention, for example, “*I never imagined and what do you think? There were thousands beautiful girls in Jim’s party last night!*”

d. Strategy 4: Use in-group identity markers

In this sub strategy S implicitly claims the common ground to H by carrying particular definition of the group or addressee form to marks a certain identity such as generic names, term of address, jargon, slang, dialect, and ellipsis, for example, *buddy, sweetheart, guy.*

e. Strategy 5: Seek agreement

This strategy can be applied by saving topic because the raising of ‘save topic’, which S and H are mutually familiar with and may attract S stressing emotional attention or surprise to make agreement with H. Therefore, it is can be done whether to satisfy H’s desire to be right or to be cooperated in his/her opinions, for example:

A: *There was flood in my hometown.*”

B: *“Oh my God. Flood”*

f. Strategy 6: Avoid disagreement

S attempts to hide his/her disagreement to save H’s positive face. S can imply his/her disagreement by distorting his/her utterances. Thus, S’ desire as if he/she make agreement with hearer apparently, for example:

A: *“How the girl looked like, beautiful?”*

B: *“Yes, I think she is quite, but not really beautiful, she is certainly not really ugly.”*

g. Strategy 7: Presuppose/ raise/ assert common ground

S makes a small talk as a way to make H values his interest or friendship in him and S was given rise to the strategy by talking for a while about unrelated topic, for example, *“I have a great time, would you like to accompany me to the bookstore?”*

h. Strategy 8: Joke

Joke is used to stress mutual shared background knowledge and values. Joking is a basic strategy for putting H ‘at ease’. The implementation of this strategy is to assist in order to put right the possible treat of FTA, for example, *“How about lending me this old heap of junk? (H’s new Cadillac)”*

i. Strategy 9: Assert or presuppose S’s knowledge of and concern for H’s wants

It is a way to indicate that H and S are cooperators and to put pressure on H to cooperate with S, for example, *“Look, I know you want the car back by 5.0, so shouldn’t I go to town now?”*

j. Strategy 10: Offer, promise

This strategy is to redress the potential threat of some FTA, S claims that whatever H wants. S will help to obtain, to show S’s good intention in satisfying H’s positive face wants, for example, *“I’ll come to your house sometimes.*

k. Strategy 11: Be optimistic

S assumes that H wants S’s wants for S or for both and will help him to obtain them. S has strong confident to assume H will cooperate with him who may take an indirect assurance for S to collaborate with H as well or in other words H will cooperate with S because it could be their common shared attention, for example, *“I’ll just help myself to a cookie then – thanks!”*

l. Strategy 12: Include both S and H in the activity

By using an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’, he can call upon the cooperative assumptions and thereby redress FTA, for example, *“Let’s stop typing for a while.”*

m. Strategy 13: Give (or ask for) reasons

S gives reason as to why he wants what he wants and assumes that if there are no good reasons why H should not or cannot cooperate, for example, *“Why don’t people go to the beach!”*

n. Strategy 14: Assume or assert reciprocity

The existence of cooperation between S and H may also be claimed or urged by giving evidence of reciprocal rights or obligations obtaining between S and H, for example, *“Well, I will keep quiet, if you keep it quiet about me keeping me quiet.”*

o. Strategy 15: Give gift to H (sympathy, understanding, cooperation)

S may satisfy H's positive face want to be liked, admired, cared about, understood, listened to and so on, for example, *“You'd better go to home to take a rest you look so tired.”*

2.1.5 Negative Politeness

According to Brown and Levinson (1987), negative politeness is oriented mainly toward partially satisfying (redressing) H's negative face; his basic need is to maintain claims of territory and self-determination. The focus of this strategy is to assume that S may be imposing the H and interfering on their space. Negative politeness involves expressing oneself appropriately in terms of social distance and respecting status difference. In applying negative politeness, S can use strategies as follows:

a. Strategy 1: Be conventionally indirect

A speaker is faced with opposing tension through the desire to give H an 'out' by being indirect and desire to go on record. Example: *"why for God's sake are you painting your house purple?"*

b. **Strategy 2: Hedge**

This strategy enjoins the S to question or hedge such assumptions. S uses a phrase or words, which transforms the degree of membership of a noun phrase in a set. For example, *"I suppose that Harry is coming. I wonder if (you know whether) John went out."*

c. **Strategy 3: Be pessimistic**

This strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's act obtain. Example: *"I don't imagine there'd be any hope of you."*

d. **Strategy 4: Minimizing imposition**

This strategy indirectly pays H defense as an attempt to reduce the imposition in order to save the H's face because sometime S's utterance can possibly threat H's face, for example, *"I just want to ask you if I can borrow a tiny bit of paper."*

e. **Strategy 5: Give deference**

There are two sides to realize this strategy. The first strategy allows S humble and humiliate himself, his capacities and possessions. The other strategy where S

raises H by treating H positive face in a particular intention, which satisfies H's wants to be treated as superior, for example:

A: *"People look forward very much to dining with you."*

B: *"Oh yes thank you."*

f. **Strategy 6: Apologizing**

By apologizing for doing an FTA, the S can indicate his reluctance to impinge on H's negative face and thereby partially redress that impingement, for example, *"I hope this isn't going to bother you too much."*

g. **Strategy 7: Impersonalize both S and H**

This strategy indicates that S does not want to impinge on H so to phrase the FTA as if the agent were other than S or at least possibly not S or not S alone and the addressee were on the H or only inclusive of H, for example, *"I ask you to do this for me."*

h. **Strategy 8: State the FTA as general rule**

One way of dissociating S and H from the particular imposition the FTA, such as claim FTA as a general social rule, regulation, or obligation, for example, *"I'm sorry, but late-comers cannot be seated till the next interval."*

i. **Strategy 9: Nominalize**

Intuitively, the more bouncyan expression, the more removed an actor is from doing or feeling or being something, hence, the actor is an attribute of action. For example, *"People urgently request your cooperation."*

j. **Strategy 10: Go on record as incurring a debt, or as not indebting H**

S can redress an FTA by explicitly claiming his indebtedness to H, or by disclaiming any indebtedness of H such as for request and offer. Example: “*I could easily do it for you.*”

2.1.6 Hashtag

On Twitter, in a tweet, anything typed following the symbol “#”, until the next white space, becomes a clickable “hashtag” (the etymology being “hash” as in the symbol # + “tag” as in the act of topic tagging information in order to organize it). Clicking on a hashtag brings you to a page that displays all public tweets that include that same string of characteristic (Shapp, 2014). Zappavigna (2011) describes hashtags as “inscrib[ing] a keyword in a tweet as metadata referencing the topic of the message as assigned by the user.” There are some functions of hashtag according to Shapp (2014):

1) Used to tag entities

- a. People: #mittRomney, #JimiHendrix, #Tupac
- b. Places: #Newark, #Denver, #LosAngeles
- c. Groups / Companies: #HBO, #ikea, #RollingStones
- d. Events: #Html5devconf, #DDW12, #iscsphilly

2) To connect with others’ tweets about the same topic

- a. #PublicPrivacy is backed by the good faith of the American People

- b. Miss delacour = obviously not cut out for mazes. #harrypotter
 - c. Cool shot of a 2011 eclipse: <http://t.co/WOKw4x2f> #alignmet
- 3) To organize among one's own tweets, or those of one's local network**
- a. Just drove behind a truck full of chickens... our window and car are now covered in chicken poop #roadtripwithgene
 - b. I'm not trying to be selfish or anything but all I'm thinking about is that next year this is gonna be me (: #ClassOf2013
- 4) Circulating Memes**
- a. #YouKnowYouGhetto if you arguing with your neighbor because he have a lock on his wifi!? Lol.
 - b. That was literally #TheBestDayOfMyLife! :)
 - c. #ThingsThatAnnoyMe when mfs talk badd about Cameron (wiz)!
- 5) Evaluation/Emotion**
- a. Can this award ceremony start already... #anxious
 - b. @TimFinch for real though... How do I get it off ... Lol #annoying (:
 - c. Why is Nelly's new song so catchy?! #loveit
 - d. Im tired of being invited to these house parties for little kids and hookah bars for some "teen function" talkin bout some 16+ #yeahright
 - e. @JaneSmith: That 3 second lap dance you get at the movies when someone walks by... #holarious
- 6) Part of the main content of the tweet**

- a. Had a dream that @LFarberrrr87 and I were in an all out battle against a heard of dear. #tookakicktotheheadthenwokeup #epic
- b. Senior exit project. Microeconomics project. Math final. #onlythingslefttodo
- c. @WassermanT Bate out from boozing. #youalwayscallwheneveronesinbed
- d. @kperry34 Merp I could have some ice cream scooped by you any day ;) #needtogetmyassupthere

7) The purported “problems” of a certain group

- a. HootSuite is not working. #socialmediaproblems
- b. Sitting in Starbucks soaked from the rain in Midtown highlighting auditions in backstage waiting to go to work at 1230. #actorproblems
- c. I wish I could actively work in multiple songs at the same time. deciding which track to open is the hardest part of my day... #djproblems

8) Extremely standardized ways of expressing a common emotion

- a. I have the worst job when it comes to my allergies #FML [Fuck My Life]

9) Memes that become a template people use and add their own ideas

- a. #StupidThingsPeopleDo not turning on their turn signal
- b. #IHATEWHEN PPL SAY I’M STUCK UP WHEN I’M NOT FOR REAL
- c. #ilostmyvirginityto nobody

10) Syntactic inclusion

- a. #Adderol is the only pill ill ever take...

- b. @hahacraig I'm really looking forward to see your special tonight on #ESPNU.
DVR is set so my daughters can watch as well!!
- c. Free breakfast at #ikea

11) Syntactic exclusion

- a. #NationalVegetarianWeek Twitter read my mind.
- b. I'm going to be really upset if this game is postponed

2.2 Review of Related Study

Research about topic buzzer ever conducted by Boby Febriawan, a student majoring in communication science from the University of Atma Jaya Yogyakarta, topic of Buzzer in their thesis titled "Faktor-faktor yang berperan pada digital agency dalam pemilihan Buzzer di social media" (Factors that contribute to the digital agency in the selection of Buzzer in social media). This research shows how digital agency uses Twitter to promote the brand through a buzzer as communicator or brand endorser to deliver messages to twitter users. The research also reveals about some factors that play role in the selection of Buzzer on Twitter that campaign objectives, compatibility, engagement, followers, influence, the type, area of the client's budget, rates Buzzer and track record.

Other research related to this research concern on the use of theory of language function which is similar with the writer use in this study. The research conducted by Nurul Adhalina, a student majoring in English Literature from the

Diponegoro University. Her thesis entitled “The Different Language Style and Language Function between Students and Teachers in Updating Their Status in Facebook Webpage”. The writer of this research analyzed the differences in style and function of language by students and teachers when they update their status on Facebook with the topic of National Examinations. The writer uses the theoretical basis of some experts such as Holmes, Martin Joos, Wardhaugh.

There are some differences from research from the writer with related studies mentioned above. The first research focused on the criteria for what makes a person called Buzzer and how that Buzzer was instrumental in the field of digital agency. On the other hand, research conducted by the writer here focused on how a Buzzer play a role in use language function in their tweet with the goal to influence their followers in presidential election. Differences arising between the researches on the author with the second research is the background of object observed, research conducted by Nurul Adhalina using teachers and students as an object, while the object of research conducted by writer are some people from various occupations.

CHAPTER III

METHOD OF STUDY

3.1 Research Approach

The writer in this study use descriptive qualitative method in order to collect the data. According to Lambert (2012), the goal of qualitative studies is a comprehension summarization, in every day terms, of specific events experienced by individuals or groups of individual. It focuses on discovering the nature of specific events under the study. The writer use qualitative approach because the writer believe that this approach is the most applicable approach for this study because this study have goal to find the real meaning of the context which is observed like what Punch (1998) stated that in qualitative approach, the researcher's role is mainly to gain 'holistic' meaning of the context which is observed. Merriam (1998: 17) stated that qualitative research is descriptive when the researcher is interested in process, meaning, and understanding gained through words or pictures.

3.2 Population and Sample

The population of data that writer uses for this study come from website 60detikaja.com, this website contains 60 people that support presidential candidate Joko Widodo directly, it means that they follow the campaign or indirectly which means that they support presidential candidate Joko Widodo via their Twitter account

by doing buzzing. To make the research more focused, researcher takes the sample from the population, the writer only analyzed buzzer who active in reporting what presidential candidate Joko Widodo did in the first and last debate. Active means they make tweets regarding those both debate more than 5 tweets. The tweet that we are taken is tweet that made by buzzer itself, not retweet or a tweet from a third party that has been replicated in another user's Twitter timeline, retaining original attribution.

3.3 Method of Data Collection

Method of data collection conducted by the writer is using several steps. First, the writer opens website 60detikaja.com, in that website there are about 60 people who support presidential candidate Joko Widodo directly or through social media, they come from various backgrounds. The writer then classifies people who actively support presidential candidate Joko Widodo in their twitter account during campaign period especially in the first and last debates. The writer only choose buzzer who makes tweet about presidential candidate Joko Widodo more than 5 tweets in each of debate. After acquiring some subjects to be observed, the next step is the writer screenshot the timeline of the subject in those debates. In short, the steps in collecting the data were:

1. Open website 60detikaja.com
2. Classifies artists who active support presidential candidate Joko Widodo in their twitter account

3. Screenshot the timeline of the subject during the period of the presidential campaign

3.4 Method of Data Analysis

The first step that used by the writer to analyse the data is organize and prepare the data for analysis. In this step, the researchers collect the results of screenshots from the subjects that have been observed then the writer read all the data to obtain the information to reflect on its overall meaning. Researchers read the results of screenshots that have been collected and then analyse the data using a classification function of language by Janet Holmes (1992) and found the politeness strategy that they used in their tweet. The last step is interpreting the data that have been classified from the second step. Researcher starts to make interpretation those data to obtain good and reliable result of analysis. In short, the steps in analyzing the data were:

1. Organize the data for analysis
2. Read all the data to obtain the information to reflect on its overall meaning
3. Analyze the data using theory language function and politeness strategy
4. Making interpretation from the data that have classified

CHAPTER IV

RESULT AND DISCUSSION

In this section, the writer is going to explain about the data that has been obtained and then analyze the data using the theory about language function and politeness strategy that has been mentioned in the previous section. The writer in this study will analyze tweet from the buzzer who support presidential candidate Joko Widodo and the data which have been obtained in this research were 223 tweets, which is taken from the two presidential debates, the first and the last presidential debate. We use those two debates as a representation of introduction and climax the presidential election campaign in 2014.

4.1 Results

The data used for analysis in this study is tweet made by the buzzer at the first and the last presidential debate. The tweets were taken for analysis is original tweet made by buzzer, not a tweet from other users that has replicated in buzzer's twitter timeline or retweet and not a response to another user's tweet or reply. The data have been obtained classified according to the theory of language function of Holmes and politeness strategy from Brown and Levinsson and then analyzed and we can take on an interpretation from the data.

4. 1. 1 Language function found in Buzzer Jokowi tweets

Holmes stated that language function has a role in language variety and it is one of important factors. There are eight types of language functions based on Holmes (2001): referential, directive, expressive, phatic or social, metalinguistic, poetic, heuristic, and commissives. From 223 tweets analyzed in this study, there are 251 functions appear from 5 language functions emerging this study that are referential (53 tweets), directive (5 tweets), expressive (187 tweets), phatic or social (5 tweets) and poetic function (1 tweets). Here is the table about the functions:

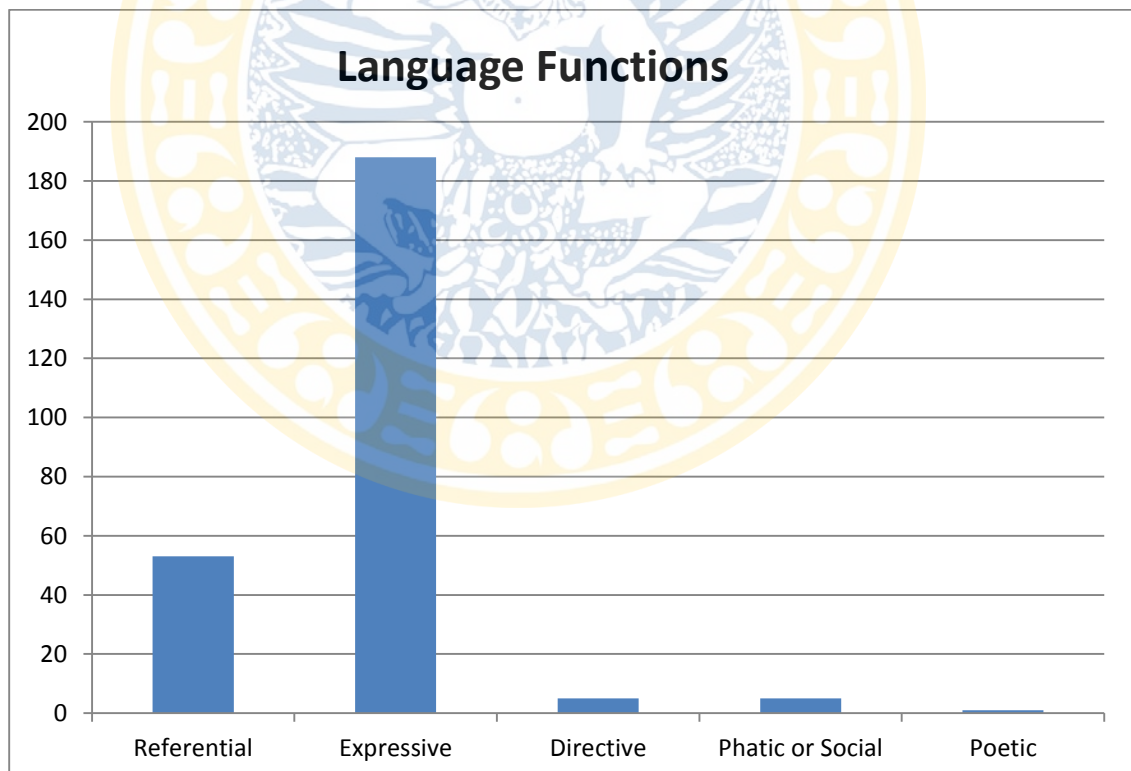
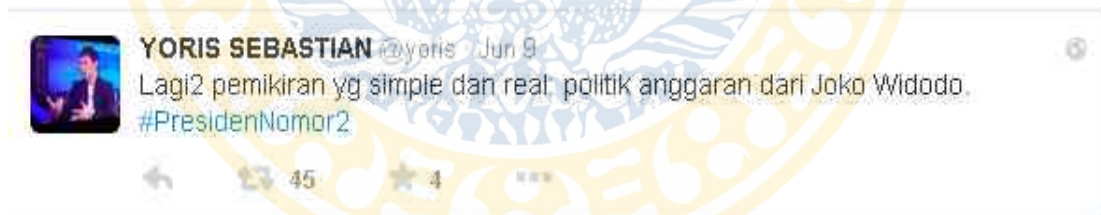


Table 4.1.1. Table of language functions found in this study

4.1.1.1 Expressive Function

Expressive function is a function that most appear in the tweet made by the buzzer. In the first and last debate, this function appears as many as 188 times (113 in the first debate and 7 in the last debate). In the both debate, this function appears when the buzzer shows his feelings about what they saw in the debate through the tweet that they make. The feelings include critics, suggestions, hope, invocation, buzzer assessment against both candidates who appeared in the debate, and so on. This is related to what was mentioned by Holmes (2001) that Expressive function usually used to express personal feelings covering thoughts, ideas and opinions that delivers with different choice words, intonation, etc.

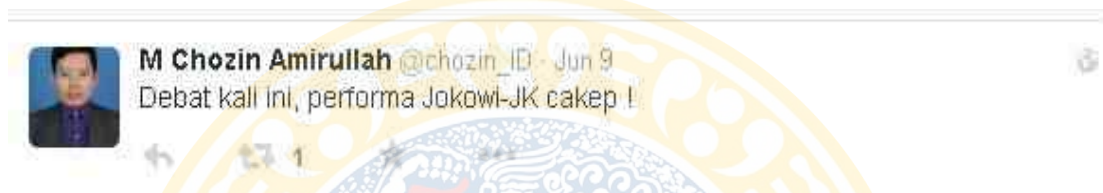
4.1.1.1.1 Data 1. 118 (Data on page 92)



Tweet above contains buzzer's opinion about programs campaigned by presidential candidate Joko Widodo in the first presidential debate which appears in the word "simple" and "real". Buzzer argues political policy budget presented by presidential candidates Joko Widodo in that debate is results from simple idea and real policy that may have been implemented by presidential candidate Joko Widodo when he became governor of Jakarta. Buzzer also adds hashtag "#PresidenNomor2"

(#PresidentNumber2) in the end of tweet. This hashtag indicates what buzzer thought about who would be president is candidate number 2. There is expressive function which appears in this hashtag and the opinion of the buzzer regarding political policy budget presented in the first presidential debate.

4.1.1.1.2 Data 1.25 (Data on page 71)



In the tweet above, buzzer starts the tweet with sentence “Debat kali ini” (Debate this time) which refers to the first presidential debate. The buzzer then gives his opinion about presentation delivered by candidate number 2, Jokowi - JK by using adjectives word “cakep” (satisfy) or doing well. There is expressive function indicated emerges inside of this tweet because there is buzzer assessment against the candidate number 2, Jokowi-JK appearing through the word "performa" (performance) and "cakep" (satisfy). The use of adjective "cakep" (satisfy) which has positive significance to explain the word "performa" (performance) from candidate number 2 show that the performances of candidates Jokowi-JK was good enough in the first debate.

4.1.1.1.3 Data 2.15 (Data on page 97)



Tweet above is a tweet made by buzzer at the last debate. Tweet above contains information and comments buzzer on what happened in the last debate. In that tweet, buzzer mentioned about the figure of presidential candidate Prabowo that looks emotional with sentence “Prabowo ngomel2 dgn nada tinggi” (Prabowo grumble with high tone) and then buzzer comment on the incident with the word “Tegas” (firm) and “Barbar” (barbaric). Both words followed with question mark (?) which indicates that buzzer confuses in describing the figure presidential candidate Prabowo in that debate whether good figure or not. We can find two language function in the tweet above are expressive and referential function. Expressive function appears as main function when buzzer shows his annoyed feeling to the figure of presidential candidate Prabowo that looks emotional through words “Tegas atau barbar?” (Firm or barbaric?). The second function, referential function, appears implicitly when buzzer provides a fact about presidential candidate Prabowo who grumble with high tone to vice presidential candidate Jusuf Kalla at the last debate.

4.1.1.1.4 Data 1.74 (Data on page 83)



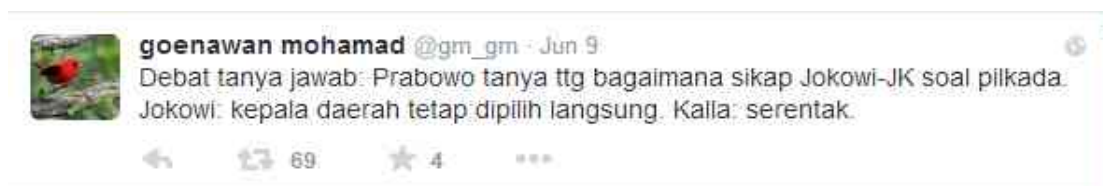
Tweet above contains complaint of buzzer appearing in the word "Gue masih bingung dgn pertanyaannya" (I still confused with the question), it refers to the questions given moderator which is considered as unclear question by buzzer. The

complaint indicates that expressive function appears in that tweet because buzzer shows puzzled expression on the moderator question which is unclear. Buzzer in the tweet above uses some words that are not formal such as “Sooob”, which appear at beginning and end of the tweet, and the word “Gue” (I). The use of those words which has meaning as “Sobat” (friend) and “Saya” (I am) shows the closeness between the buzzer and his followers which he invited to communicate.

4.1.1.2 Referential Function

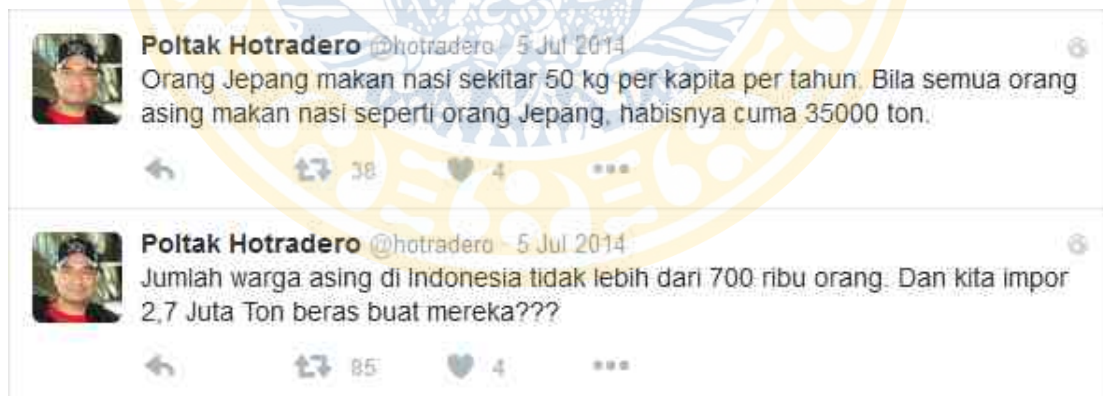
Referential function is the second most frequent functions that appear in this research. This function appears as many as 53 times in both debate (25 in the first debate and 28 in the last debate). According to Holmes (2001), Referential function is a function using to convey information and this is done through different forms of speech, such as declarative or interrogative statements. In this study, referential function is often arise when the buzzer convey information about what happens in a debate such questions given by the moderator, regarding the questions and answers delivered by the candidates and other events related to the debate.

4.1.1.2.1 Data 1.40 (Data on page 75)



Tweet above begins with the word "Debat tanya jawab" (question and answer debate) so we can assume that the tweet contains information about the question and answer session in the first presidential debate. Tweet above contains active sentence in which Prabowo as the subject asks about opinions or attitudes of the candidate number 2, Joko Widodo and Jusuf Kalla, about local elections. Presidential candidate Joko Widodo answered with the word "langsung" (direct) or elections remains elected directly by the people while the vice presidential candidate Jusuf Kalla replied with the word "serentak" (simultaneous) which means that local elections should be conducted jointly. In the tweet above, buzzer only convey information about what is delivered by both candidates. In consequence, we can assume that there is only one function which appears in that tweet is referential function.

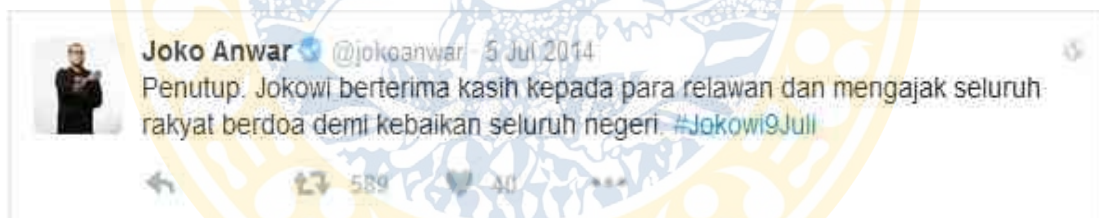
4.1.1.2.2 Data 2.59 and 2.60 (Data on page 106)



Tweet above contains information provided by buzzer regarding quantity of rice has to be imported by Indonesian government for foreigners who lived in Indonesia. Tweet was designed by buzzer to response the statements from vice presidential candidate Hatta Rajasa regarding one of the reasons why Indonesia

government had to import rice is to meet the needs of rice for foreigners. Buzzer in this tweet gives examples of the amount of rice eaten by the Japanese each year and compares it with the number of foreigners living in Indonesia. At the end of the tweet, buzzer showed his astonishment to the amount of rice needed with the amount of rice will be imported in accordance with what said by vice presidential candidate Hatta Rajasa. In the tweet above, buzzer provides information about a fact but then ends with an opinion that contains doubts about the statement of the vice presidential candidate Hatta Rajasa related to this tweet. So, there are referential functions that appear dominantly in both tweet and then added with expressive function that appears at the end of the tweet.

4.1.1.2.3 Data 2.44 (Data on page 103)



Tweet above started with the word “Penutup” (closing) which suggests that tweet above information about closing statement uttered by one of participants debate is presidential candidate Joko Widodo in the last debate. Tweet above has two active sentences were combined into a single sentence because having the same subject. In the first sentence, presidential candidate Joko Widodo thanked to their entire supporter through the word “berterima kasih” (thanked) and then in the second sentence he invites Indonesian people to praise for the goodness of this country.

Buzzer then adds hashtag #Jokowi9Juli (#Jokowi9July) to suggest that he already has presidential candidate he will choose in presidential election in 9 July. The use of word “Penutup” (closing) suggests that tweet above contains information that want to be shared by buzzer and then hashtag appearing in the end of tweet indicates that the tweet above contains 2 language functions are referential as main function and expressive function as second function.

4.1.1.3 Directive Function

Directive function is the third function that appears in this research. This function only appears 5 times (3 in the first debate and 2 in the last debate). In theory language function of Holmes (2001), this function aims to giving orders or making request by using the imperative statements. The statements include: a strich demand; politeness strategy; and question tags. In this research, directive function appears when the buzzer giving orders or appeals to the participants of the debate or to his followers conveyed directly or indirectly related to the events presidential debates in their tweet.

4.1.1.3.1 Data 1.28 (Data on page 72)



Tweet above begins with the word "Serius dikit" (little serious) which is an expression of annoyance against the candidates who appears in the debate which the performance is still far of satisfying. Buzzer then adds words "Berlatih, berlatih, berlatih dan bersiap sebelum bertanding" (Practice, practice, practice and prepare before competing); that sentence shows that buzzer indirectly give commands for all candidates to keep practicing, it is proved with the word "berlatih" (practice) which is repeating three times to emphasize the importance of practice. This tweet also contains hashtag #debatcapres (#PresidentialDebate) appearing in end of the tweet which means the content of the tweet still related with presidential debate. The use of word "berlatih" (practice) which appears three times indicates the command expressed implicitly by buzzer, it then also indicates that there is directive function occurs in this tweet.

4.1.1.3.2 Data 2.43 (Data on page 102)



Tweet above begins with sentence "Demikian debat capres 2014" (Thus 2014 presidential debate). The sentence becomes closing statement from buzzer regarding last presidential debate that also became the end of the campaign period. Buzzer then continue his tweet with a sentence "Selamat memilih yang terbaik" (let choose for the best). This is a solicitation or appeal from buzzer to his followers to choose

presidential candidate who is the best in their opinion. At the end, buzzer adds hashtag #Jokowi9Juli which shows that buzzer already has presidential candidate that he want to choose in the election is Joko Widodo. In the tweet above, we can found directive function when the buzzer invites his followers to choose the best presidential candidate. We can also recognize expressive function emerging through hashtag made by buzzer. Hashtag #Jokowi9Juli indicates buzzer pride against Joko Widodo as presidential candidate who will he choose later.

4.1.1.3.3 Data 1.4 (Data on page 67)



In tweet above, buzzer uses many vernacular languages of Sulawesi, the area where the buzzer and vice president Jusuf Kalla comes, such as “Puang” (lord), “ki” (you), “Kodong” (poor). These words used by the buzzer to indicate that the buzzer and the object (Jusuf Kalla) has a high social status. In the tweet above, Buzzer asks vice president Jusuf Kalla, by using the word “jangan” (do not), to not keep pressing “anaknya orang” (someone's child) which is in this context is his debate opponent, candidate number 1 Prabowo and Hatta Rajasa. From the tweet above, we can see that the buzzer want to express his level of respect to both figures that appear in this tweet by giving different title, for Jusuf Kalla, buzzer gives a good title (Puang/Lord) as a sign of respect. On the other hand, buzzer gives lacking appropriate title

(kodong/poor) for Prabowo which indicates a lack of respect toward the figure. So, it can be seen that directive function comes out as main function in this tweet because the content of the tweet and there is also expressive in this tweet which come out through the use of the word “Puang..., jangan..... and kodong....”.

4.1.1.4 Phatic function

Phatic Function is fourth function appearing in this research. According to Holmes (2001), this function is one of the most common speech acts in everyday interactions; it consists of greetings, compliments, gossip, etc. There are only 5 tweets containing this functions made by 4 buzzers in those two debates. Mostly of those are gossips. This fact shows us that directive function could be used to drop someone's figure.

4.1.1.4.1 Data 2.57 (Data on page 105)



Tweet above consists of two sentences which were categorized as cause-effect sentences. In the first sentence is “Tolong ada yang lindungi Hatta Rajasa” (Please someone protect Hatta Rajasa), buzzer literally begged someone to protect vice presidential candidate Hatta Rajasa. However, the sentence could be also interpreted as allusions to the performance of vice presidential candidate Hatta Rajasa were

disappointing in the last debate that could lead him must be protected. The second sentence contains a result of the disappointing performance of Hatta Rajasa. Buzzer explained that vice presidential candidate Hatta Rajasa may suffer the same fate with current Indonesian President, Susilo Bambang Yudhoyono, or SBY, which received a blow from presidential candidate Prabowo. However, the gossip about a blow of presidential candidate Prabowo are still unproven and just be a tool to impose presidential candidate Prabowo figure in the campaign period. The use of gossip becomes the basis emergence of Phatic or social function in this tweet.

4.1.1.4.2 Data 1.59 (Data on page 79)



Tweet above also contains a *meme* or pictures or photos that have been edited and spread on the Internet that contain ideas and criticism (pusanti, 2014), that *meme* shows how presidential candidates Prabowo who become the object of the

meme looks confused when asked about programs revealed by presidential candidates Joko Widodo that sounds unfamiliar like E-Government and E-Budgeting. In that meme, presidential candidate Prabowo depicted says the word “culik” (kidnapped) addressed to the presidential candidate Joko Widodo due to his confusion of those programs. The word “culik” (kidnapped) in the 2014 elections is identical with presidential candidates Prabowo. This is related to the incidence of human rights violations happened in 1998 which involved presidential candidate Prabowo who was a leader of team Mawar. Presidential candidate Prabowo was rumored kidnapped 13 activists who are considered to disrupt general election 1997 (Supriatma, 2014). The issue until today is still unsubstantiated and used only to bring down the figure of presidential candidate Prabowo.

4.1.1.4.3 Data 1.48 (Data on page 76)



Tweet above talks about response of buzzer after vice presidential candidate Jusuf Kalla (JK) asked about human rights issues in the past to presidential candidate Prabowo Subanto. If we look from the content, there are two words “awas” (watch) appear in that tweet indicating appeals for beware which was delivered for a joke. The word “culik” (kidnap) also appears in this tweet. The word "culik" is identical with presidential candidate Prabowo who is rumored to have some problems related

to human rights and kidnappings in the past. Tweet above contains phatic or social function which contains every day speech acts because of rumors about kidnapping that emerged by buzzer in this tweet.

4.1.1.5 Poetic function

Poetic function is the last function occurring in this research. This function only occurs one time in those two debates. This function focus on the use of poetic features such as rhyming words, alliteration or paronomasia and antithesis (Holmes: 2001). This function is rarely appearing because twitter users are very rarely uses poetic feature in a tweet he made, especially during the campaign period. Most of them only focus on the content and do not notice to grammar or poetic feature they might use.

4.1.1.5.1 Data 2.88 (Data on page 112)



Tweet above contains a phrase consisting of a subject “PAK JK” and an adjective “FTW”. The word “PAK JK” refers to vice presidential candidate Jusuf Kalla and the word “FTW” is the opposite of “WTF”, a swear word used to show shock feeling toward something. In that tweet, the word “FTW” serves as adjective that describes the subject of that tweet is “PAK JK” or vice presidential candidate

Jusuf Kalla. The use of the word "FTW" can be interpreted as an admiration to figure vice presidential candidate Jusuf Kalla who might his performance considered as quite satisfactory by buzzer in the last debate. The writer discovered existence of poetic function in the use of words "FTW" in that tweet. We consider the use of word "FTW" is more interesting than word "WTF" which can be directly interpreted as a swear word.

4.1.2 Politeness strategy

There are two kinds politeness which involves in this theory, positive politeness and negative politeness. Positive politeness is solidarity oriented. Positive politeness includes expressing solidarity and minimizing status differences. The uses of informal style like using slang and swear words will function similarly as an expression of positive politeness. There are 8 strategies of positive politeness found in this research; one of the strategies is the Use in-group identity markers.

Negative politeness focuses on people respect and avoids intruding on them. Negative politeness involves expressing oneself appropriately in terms of social distances and respecting status differences. The use of indirect directives and title + last name (TLN) is further examples of the expression of negative politeness. There are 3 strategies of negative politeness found in this research; one of the strategies is minimizing the imposition.

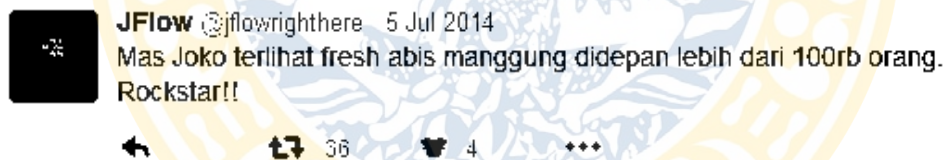
4.1.3 Positive Politeness

Positive politeness is strategy that directed to the addressee's positive face, his wants should be thought as desirable (Brown and Levinson, 1987). This strategy determines S to request to a common goal (Yule, 1996). The tendency of positive politeness is to emphasize solidarity and minimize status difference.

4.1.3.1 Strategy 1 - Notice and attend to H (his interests, wants, needs, goods)

S pays attention to any aspects of H's condition (noticeable changes, remarkable possession, anything which seems as if H would want S to notice and approve it).

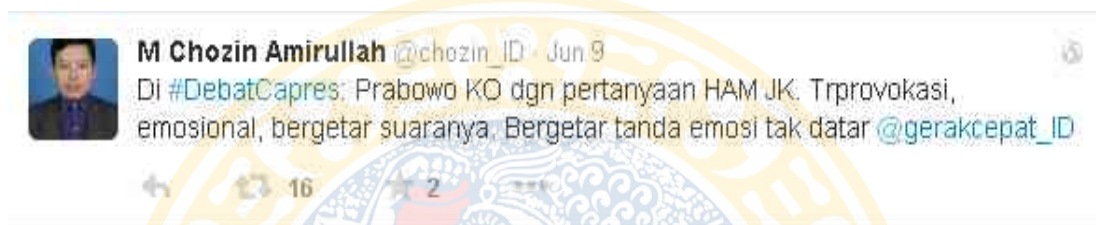
4.1.3.1.1 Data 2.34 (Data on page 99)



Buzzer makes this tweet in the context of the last presidential debate. In that tweet, buzzer gives comment on figure of presidential candidate Joko Widodo in the last debate. Buzzer starts his tweet by mentioning words "Mas Joko", it refers to presidential candidate Joko Widodo. Buzzer prefers to use prefix "mas" (brother instead of prefix "pak" (sir) which was addressed to presidential candidate Joko Widodo indicates that buzzer want to make close relationship between him (buzzer) and the presidential candidate that he supports. In the tweet above, buzzer focuses on

the figure of presidential candidate Joko Widodo who looks different in that debate than in previous debates. Buzzer assumes that the appearance of presidential candidate Joko Widodo look more fresh. It indicates that buzzer notice the improvement of the appearance from the object being discussed in this tweet.

4.1.3.1.2 Data 1.24 (Data on page 71)

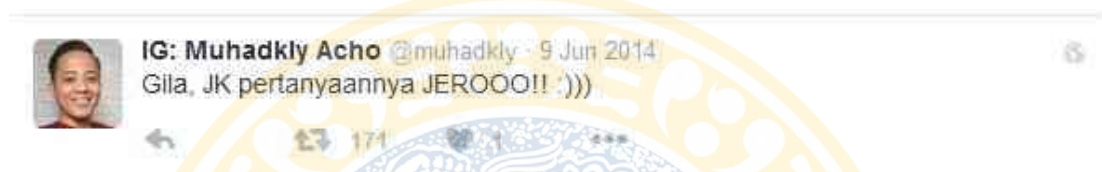


The context of the tweet above is the question and answer session at the first debate that involves vice presidential candidate Jusuf Kalla and presidential candidate Prabowo. At that session, vice presidential candidate Jusuf Kalla asked to presidential candidate Prabowo regarding Human Rights issues in the past that was related to the presidential candidate Prabowo. Buzzer assumes that presidential candidate Prabowo looks defeated when responding to that question. It proved with a few changes that appear like he became more emotional and his voice is quivering when he answers the question. The change signifies that presidential candidate Prabowo provoked by that question. The use of the word “KO” (defeated) that has more negative meaning to presidential candidate Prabowo indicates that the buzzer is less respect for that candidate. The attention regarding what happened to presidential candidate Prabowo indicates that buzzer also notice to other presidential candidates besides presidential candidate that he supports.

4.1.3.2 Strategy 2 - Exaggerate (interest, approval, sympathy with H)

S uses exaggerate intonation, stress, and other aspects of prosodic. It is done to show interest, approval and sympathy to H.

4.1.3.2.1 Data 1.50 (Data on page 77)



The context of the tweet above is a question which appears in the Q & A session of the first presidential debate. The question was delivered by vice presidential candidate Jusuf Kalla who his name was shortened to “JK”. After that question, buzzer gives a response through the tweet above which has content of admiration because the question is very impressing. The use of the word “gila” (crazy) and “Jero” (deep) in that tweet shows the language used by buzzer is informal. In written of the word “Jero” (deep), buzzer uses capital letter and many exclamation points to show that buzzer puts pressure on that word which also indicates how buzzer interested and impressed with the delivered by vice presidential candidate Jusuf Kalla.

4.1.3.2.2 Data 2.85 (Data on page 111)



In this tweet, buzzer is trying to interpret the statement from one of the participants debate is presidential candidate Prabowo. The statement is “Jangan mengulangi kesalahan” (Do not repeat the mistake) and buzzer then continues by interpreting that statement with statement “Jangan balik ke Orba, yaaa” (Do not go back to the old era, yaa). So, buzzer indirectly assumes that old era is mistake era because always related with corruption and authoritative leader. Buzzer in those two statements using the capital letter in delivers it. Buzzer does it in order to emphasize those two statements as an important part in this tweet and also try to attract the attention of their follower.

4.1.3.3 Strategy 4 - Use in-group identity markers

In this sub strategy S implicitly claims the common ground to H by carrying particular definition of the group or addressee form to marks a certain identity such as generic names, term of address, jargon, slang, dialect, and ellipsis.

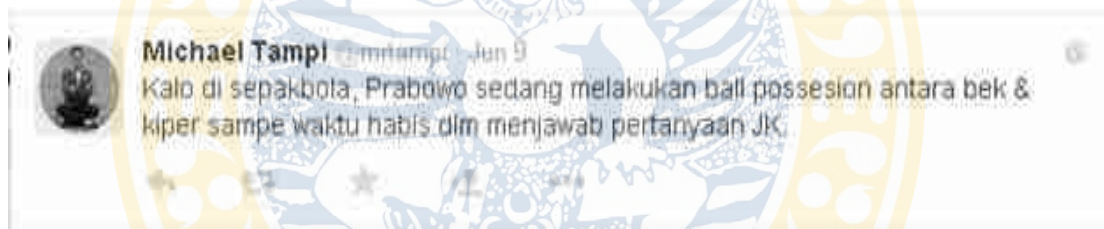
4.1.3.3.1 Data 1.4 (Data on page 67)



The context of the tweet above is buzzer who gives comment on one of the incident appearing in the first presidential debate when presidential candidate Prabowo who looked shocked after the vice presidential candidate Jusuf Kalla asked about human rights problems in the past associated with presidential candidate

Prabowo. Buzzer starts his tweet by mentioning the subject of this tweet is “Puang JK” (lord JK) which refers to vice presidential candidate Jusuf Kalla. The use of prefix “Puang” (lord), which is one of three Sulawesi vernacular used by buzzer in this tweet, intended to show proximity between buzzer with vice presidential candidate Jusuf Kalla was shown by carrying particular definition of the group identity related to them. In this context, buzzer shows their group identity through the use words that come from a dialect where they came from such as “Puang” (lord), “ki” (you), and “Kodong” (poor).

4.1.3.3.2 Data 1.62 (Data on page 80)



Tweet above begins with the word "sepakbola" (football) which could be interpreted that context of the tweet above is a metaphor of the presidential candidates Prabowo's answer which was equated with football match. It can be linked with world football competition, world cup, which aired almost simultaneously with the event of debate. In the tweet, buzzer uses football term that is "ball-possession" to describe how a presidential candidate Prabowo answered the question from moderator. In the context of presidential debates, that term could mean that the answer delivered by Prabowo Subianto is floating and does not answer what is asked. Buzzer uses that term which was addressed to his followers in order to make

better understanding regarding how presidential candidates Prabowo answers the question, and it can also be interpreted that buzzer want to avoid Face Threatening Act (FTA) toward presidential candidate Prabowo.

4.1.3.4 Strategy 7 – Presuppose/raise/assert

S makes a small talk as a way to make H values his interest or friendship in he and S was given rise to the strategy by talking for a while about unrelated topic.

4.1.3.4.1 Data 2.16 (Data on page 97)

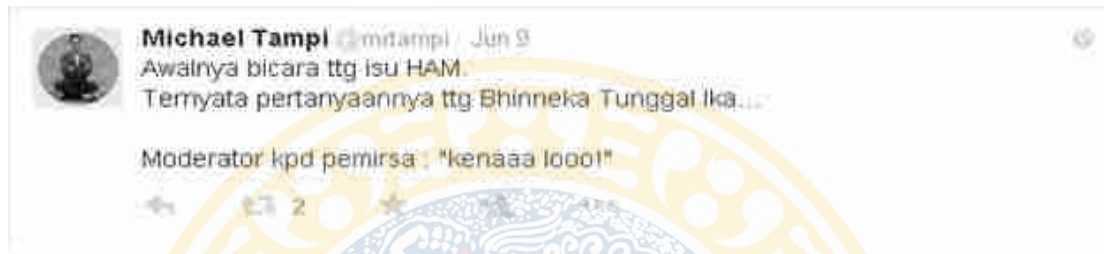


The context of the tweet above is performance of vice presidential candidate Hatta Rajasa in the last debate which is not impressive, one of the examples is when he was wrong in distinguishing between Adipura award and Kalpataru. From that incident, buzzer later stated in that tweet “klo gw jadi Hatta” (if I become Hatta) which indicates that if buzzer become Hatta Rajasa, he would call the "Blue Bird", a taxi company, to drop her home. The assumption could be a strategy of positive politeness because the buzzer trying to advise vice presidential candidate Hatta Rajasa in order to avoid Face Threatening Acts (FTA).

4.1.3.5 Strategy 8 – Joke

Joke is used to stress mutual shared background knowledge and values. Joking is a basic strategy for putting H 'at ease'. The implementation of this strategy is to assist in order to put right the possible treat of FTA

4.1.3.5.1 Data 1.67 (Data on page 81)



The context of the tweet above is questions given by the moderator addressed to both candidates in the first debate and buzzer later gives a response regarding that question. At the first moderator talks about issue related to human rights but then he gives a question about “Bhinneka Tunggal Ika” (Unity in Diversity). Buzzer then gives response by providing a joke. In that joke, buzzer assumes himself as moderator and then told the audience “kenaaa looo!” (got you!). Buzzer provides that joke because buzzer considers that the question is inconsistent and he felt that the audience (including himself) had been tricked by moderator through that question. That joke considered as politeness strategy because the buzzer tried to bring he close to his followers by suggesting that they may feel the same way related to that incident.

4.1.3.6 Strategy 12 - Include both S and H in the activity

By using an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’, he can call upon the cooperative assumptions and thereby redress FTA

4.1.3.6.1 Data 2.5 (Data on page 95)



The context of tweet above is a statement from presidential candidate Joko Widodo appearing in the last debate. The statement was later cited by buzzer by stating twitter account of presidential candidate Joko Widodo (@jokowi_do2) at the beginning of the tweet. The statement appeared when presidential candidate Joko Widodo conveys closing statement in the last debate. In that statement, presidential candidate Joko Widodo uses the pronoun "Kami" (we) who refers to himself, his coalition and supporter. The Statement contains demand indirectly to himself (presidential candidate Joko Widodo) and all his supporters to support the Indonesian government whoever will be the new leader of this country. The use of the word “Kami” (we) indicates that presidential candidate Joko Widodo want to build unity and solidarity between himself and his supporters.

4.1.3.6.2 Data 2.82 (Data on page 110)



The context of tweet above is a statement from presidential candidate Joko Widodo who appears in the last debate. The statement delivered by presidential candidate Joko Widodo when he was asked about Indonesian problem, it later cited by buzzer by stating name of presidential candidate Joko Widodo at the end of the tweet. In that statement, presidential candidate Joko Widodo uses subject pronoun "Kita" (we) which not only refers to himself and his partner, Jusuf Kalla, or coalition who support him but also involves his debate opponent, Prabowo-Hatta and the coalition that supports them. By using the pronoun "we" (kita), presidential candidate Joko Widodo is trying to build cooperative assumption to his supporters and his debate opponents' and it is considered as one of positive politeness strategies.

4.1.3.7 Strategy 13 - Give (or ask for) reasons

S gives reason as to why he wants what he wants and assumes that if there are no good reasons why H should not or cannot cooperate.

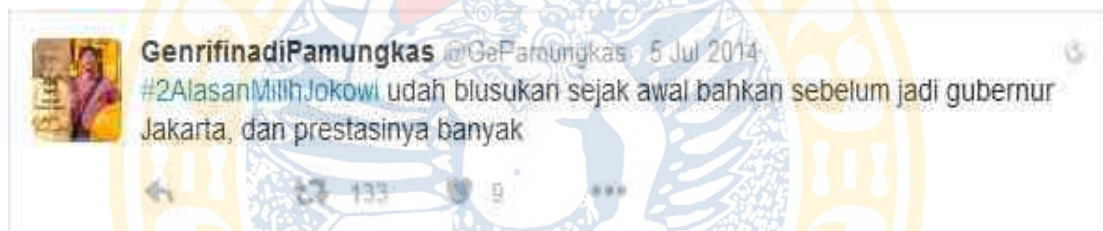
4.1.3.7.1 Data 1.69 (Data on page 81)



In that tweet, buzzer tries to communicate with their follower about an assessment which was adressed to both presidential candidates on the end of second

round of the first presidential debate. Buzzer assesses their performance by giving them score. In the tweet above, buzzer uses the word “koq bisa?” (How come?) and "capede" which indicates that the language used by the buzzer is informal. Furthermore, the word "koq bisa?" (How come?) which was followed by an explanation from buzzer indicates that tweet above assumed to contain positive politeness because the buzzer here give reason to what he said previously and also want to save the face of presidential candidate that he support.

4.1.3.7.2 Data 2.24 (Data on page 98)

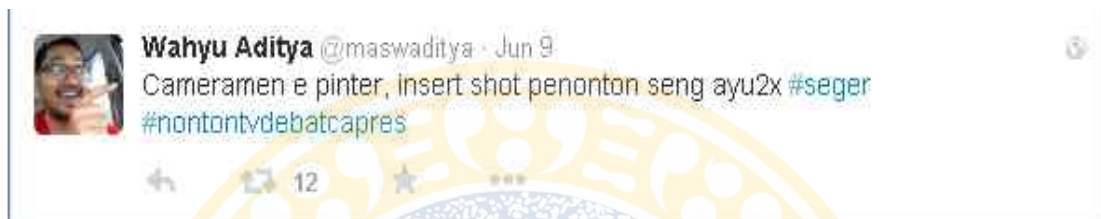


The context of tweet above is the emergence of a phenomenon between supporters of presidential candidate Joko Widodo in order to support their presidential candidates by making Hashtag # 2AlasanMilihJokowi which contains two reasons why buzzer supports presidential candidate Joko Widodo. In the tweet above, buzzer follow the trend by providing two reasons why he supports presidential candidate Joko Widodo. He stated that presidential candidate Joko Widodo has already “blusukan” (go down to the public) for long time even when he has not became governor and has a lot of achievements. By mentioning these two reasons, buzzer has helped to show the goodness from the figure of presidential candidate Joko Widodo and it deemed as one of positive politeness strategies.

4.1.3.8 Strategy 15 - Give gift to H

S may satisfy H's positive face want to be liked, admired, cared about, understood, and listened to and so on

4.1.3.8.1 Data 1.111 (Data on page 90)



The context of the tweet above is a scene appearing on the first presidential debate. One scene that emerges during the debate and then attracts the attention of buzzer is when cameramen highlight the people who attended the debate. The buzzer assumes that the cameramen are “pinter” or smart because they shoot beautiful supporters. The buzzer adds hashtag #seger (#fresh) in the end of the tweet to show that what cameramen did refresh condition of the debate. In the tweet above, we can see that buzzer uses a mix of Indonesian, English, and Javanese, for example is the use of the English word "insert" and Javanese "seng ayu" that have meaning "the beautiful one" which indicates that the language used by the buzzer is informal. The use of word “pinter” (smart) which was addressed to the cameramen is a compliment given by the buzzer on what has been done by cameraman and it represent positive politeness action.

4.1.3.8.2 Data 2.3 (Data on page 94)



The context of the tweet above is closing statement delivered by moderator in the last presidential debate. In the debate, moderator who led the last debate closes the debate by using rhymes. Buzzer then uses the word "keren" (cool) to indicate that what was done by buzzer as something amazing and unusual because it never happened in previous debates. Compliment from buzzer through word "keren" (cool) which was addressed to the moderator shows that compliment could satisfy moderator positive face and it deemed as positive politeness action

4.1.4 Negative Politeness

According to Brown and Levinson (1987), negative politeness is oriented mainly toward partially satisfying (redressing) H's negative face; his basic need is to maintain claims of territory and self-determination. The focus of this strategy is to assume that S may be imposing the H and interfering on their space. Negative politeness involves expressing oneself appropriately in terms of social distance and respecting status difference.

4.1.4.1 Strategy 3 - Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's act obtain.

4.1.4.1.1 Data 1.82 (Data on page 85)



The context of the tweet above is buzzer assessment toward role of to each participant debate and in the tweet above the buzzer focus on the role of vice presidential candidate Jusuf Kalla in the first presidential debate. In that tweet, buzzer praises the role of vice presidential candidate Jusuf Kalla which was considered as very satisfactory. Not only give compliment, buzzer also compares the figure of vice presidential candidate Jusuf Kalla with Samad or Abraham Samad who ever rumored to be a partner of presidential candidate Joko Widodo in elections of 2014. Buzzer doubts if Abraham Samad can show the same performance as shown by vice presidential candidate Jusuf Kalla so presidential candidate Joko Widodo has designated the right partner in this election. The statement also indicates negative politeness that was shown through these doubts.

4.1.4.2 Minimizing the imposition

This strategy indirectly pays H defense as an attempt to reduce the imposition in order to save the H's face because sometime S's utterance can possibly threat H's face.

4.1.4.2.1 Data 1.126 (Data on page 93)



The context from tweet above is related to the first presidential debate. Tweet above contains commentary from buzzer regarding the first presidential debate and moderator's performance in the debate. Buzzer starts her tweet with give comment on the format of the first presidential debate which is considered as good enough. Buzzer then continues by commenting on moderator who the performance was criticized by many people, but buzzer gives a different opinion. Buzzer assumes that moderator just lacking experience in leading a debate so his performance in that debate is not maximal. The defense from buzzer is a form of minimize imposition because buzzer try to save moderator's face regarding his performance in the first debate.

4.1.4.2.2 Data 1.119 (Data on page 92)



The context of the tweet above is associated with question from moderator about pluralism. Moderator asked how the responses of each candidate to the diversity and minorities in Indonesia. Presidential candidate Prabowo then answers these questions by giving examples through the support which he gave to Basuki Tjahaya Purnama (Ahok) to be vice governor of DKI Jakarta. Buzzer thinks that the answer is not rhetorical or has been proven the truth. However, buzzer uses the word “kali ini” (this time) which indicates that it is the first time answer from the presidential candidates Prabowo has been proven the truth. The assumption of the buzzer shows the efforts from buzzer to save presidential candidates Prabowo’s face in that debate.

4.2 Interpretation

The first question examined in this study is about language functions that were found in the tweet made by buzzer Jokowi. In order to accomplish these questions, the writer will use theory about language functions from Holmes. Holmes (2001) stated that there are eight types of language functions: referential, directive, expressive, phatic or social, metalinguistic, poetic, heuristic, and commissives. Number of tweets that appear in two debates that used as data source is 223 tweets and from those 8 functions there are only 5 functions appearing in this study that are referential (53 tweets), directive (5 tweets), expressive (197 tweets), phatic or social (5 tweets) and poetic function (1 tweets).

The second question that has to be analyzed is about politeness strategies that were found in the tweet made by buzzer Jokowi. Here, politeness strategies divided into two kinds are positive politeness and negative politeness. Positive politeness is strategy that is redress directed to the addressee's positive face, his wants should be thought as desirable (Brown and Levinson, 1987). There are eight from fifteen strategies of positive politeness found in this research, namely Notice and attend to H, Exaggerate, Use in-group identity markers, Presuppose/raise/assert, Joke, Include both S and H in the activity, Give (or ask for) reasons, and Give gift to H.

Brown and Levinson (1987) stated that negative politeness basically used to maintain claims of territory and self-determination. There are two kind of negative politeness strategies appear in three tweets who was made by buzzer. Those three tweets emerge in the first presidential debate. The strategy used by buzzer in those tweets are Be pessimistic (1 tweet) and Minimizing the imposition (2 tweets).

Language function that most often appears in the tweet made by buzzer in this research is expressive function. Expressive function is a function used to show how we express our feel in order to represent to what happened. In the context of presidential debate, we can discover several ways that was used by buzzer in order to express their feelings, which are give an opinion on what happened in the debate, make a supposition, provide an assessment toward the performance of each participant debates, make an allusion to candidates they do not like, or by creating a hashtag to point what their expectation, etc. Expressive function which appears on

more than half of tweet analyzed indicates that twitter is a subjective media used by users to express what they think and feel. The function is then in line with the main purpose of the social media Twitter which is to share the moments that you experienced with people all over the world.

The function of Twitter as sharing any moment can also be linked with other language function namely phatic or social function. This function includes speech acts in everyday interactions such as greetings, complements, gossip, etc. Most of tweets that contain this function have contents about gossip concerning mistakes from presidential candidate Prabowo in the past that have not been proven the truth, for examples are kidnapping of activists in 1997 and punch thrown by Prabowo to Susilo Bambang Yudhoyono when they are in military training. The emergence of such gossip indicates that Twitter also could be used to share something that has not been proven the truth. It is also proves that the view from buzzer against presidential candidate Prabowo still negative and always associated with harsh and authoritative figure.

There is a link that was found between expressive function with politeness strategy. Type of politeness strategy related to this function is a positive politeness. The relationship arises because some of the positive politeness strategy could be a sign or indication of the emergence of expressive function in a tweet. One of the examples is positive politeness strategy “Exaggeration” and “The use of identity

marker”. These two functions are related to intonation, stressing of word and the use of dialect or vernacular which then could indicate the presence of expression feeling.

The second language function which most frequently appears is the referential function. This function use to convey information which is considered important to be shared to the addressee. In the context of election and presidential debate, the information that most frequently shared by buzzer is information regarding what was happened in the debate such as report about what happened in the question and answer session. Furthermore, there is also information that is not related to debate for instance buzzer which conveys the fact that contrary to the answer of one of the participants of the debate.

Referential function always related to information and information always contains news or story about something which was addressed to addressee. The majority of the tweets that contain referential function are tweet that contain reports on questions and answers from each participant debate. So, buzzer indirectly want to show about what was offered by each participant debate especially from candidates who supported by buzzer that is Joko Widodo and Jusuf Kalla. In the tweet which was created by buzzer, buzzer implies something positive associated with content of the tweet containing subject of Joko Widodo on it. Instead, tweet that contains subject Prabowo or Hatta Rajasa suggests something common or unimpressive. It indicates that candidate number 2, Joko Widodo, and Jusuf Kalla, is considered as the candidate who can bring something new or transformation in Indonesia.

The third function that often appears in this research is directive function with 5 tweets. This function aims to giving orders or making request by using the imperative statements. Directive function that appears in the tweet always appears along with other functions. It suggests that the requests and commands that appear in the tweet which contains this function is an expectation which expressed indirectly by buzzer. This finding shows that buzzer does not want to express directly what they want, buzzer as if to keep the feeling of the addressee. This is in line with the negative politeness which one of the main functions is to not imposing and interfering the feeling or the face of the addressee. So, we can assume that there is a link between directive function with negative politeness in the context of buzzer's main intention in the tweet that they made.

The function which fewest appear in this research is poetic function. This function focuses on the use of poetic features such as rhyming words, alliteration or paronomasia and antithesis. It is very few discovered in this research because characteristic of this function occurred more frequently in poetry or rhyme, and other literary works while the character of a tweet made by the users of twitter especially buzzer in creating tweets about the election and the presidential debates did not have character or condition as in the poetic function. Most of them only focus on the content and do not notice to grammar or poetic feature they might use.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In the context of language functions, there are only 5 from 8 functions appearing in this study that are referential, directive, expressive, phatic or social and poetic function. Expressive function became function that most appear in the tweet made by the buzzer. In the first and last debate, this function appears as many as 188 times (113 in the first debate and 75 in the last debate). This function becomes most appear because it is in line with the main purpose of the social media Twitter which is to share the moments that you experienced with people all over the world. Meanwhile, Poetic function becomes the fewest function occurring in this study. It happens because twitter users are very rarely uses poetic feature in a tweet he made, especially during the campaign period.

In the context of politeness strategy, positive politeness strategies appear more than negative politeness strategies. Positive politeness strategies appear as many as 20 times (15 in the first debate and 5 in the last debate) while negative politeness strategies appear only 3 times in this study. There are 8 strategies of positive politeness appear in this study namely Notice an attend to H; Exaggerate; Use in-group identity markers; Presuppose; Joke; Include both S and H in the activity; Give (or ask for) reason; Give gift to H. On the other hand, there are only 2 strategies of

Negative politeness in this study are Be pessimistic and Minimizing the imposition. This finding shows that Twitter users more focused on what they want to express rather than focus on the addressee of the tweets that they make.

There are two relations between language functions and politeness strategies which appear in this study. The first relation occurs between expressive function with positive politeness. Positive politeness strategy could be a sign or indication of the emergence of expressive function in a tweet. There are several strategies that involve in this relationship, such as positive politeness strategy “Exaggeration” and “The use of identity marker”. The second relation appears between directive function with negative politeness. Directive function in this study always stated indirectly to save the face of addressee, it then in line with negative politeness which one of the main functions is to not imposing and interfering the feeling or the face of the addressee.

5.2. Suggestion

Due to this study focused on the use of language function and politeness strategy that appears in the tweet in social media Twitter, this study contributes to the development of language in the context of social media and also politeness strategy appearing in the social media. To avoid conflicts due to the use of language in social media, author suggest to the users of social media to be more focused on addressee or other social media user which may be disrupted and lead to a misunderstanding about what we write on social media.

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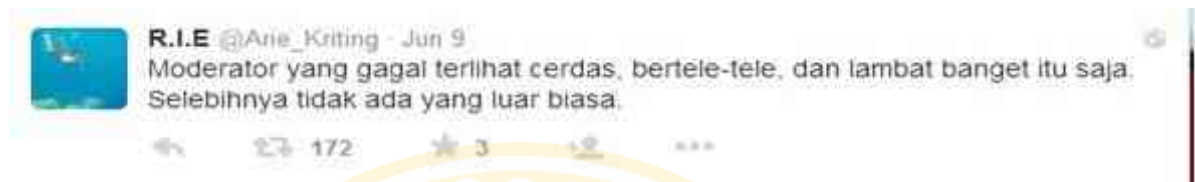
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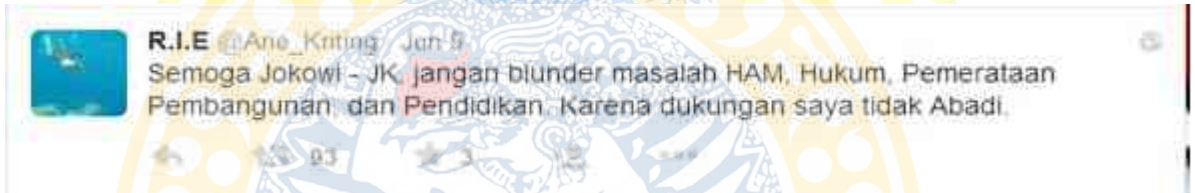
Appendix

First Debate

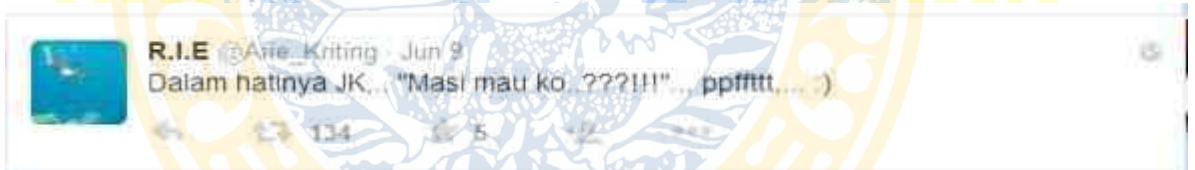
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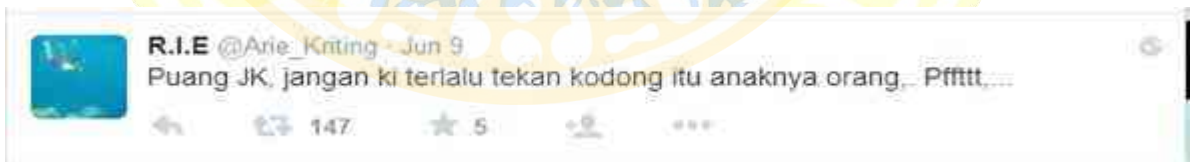
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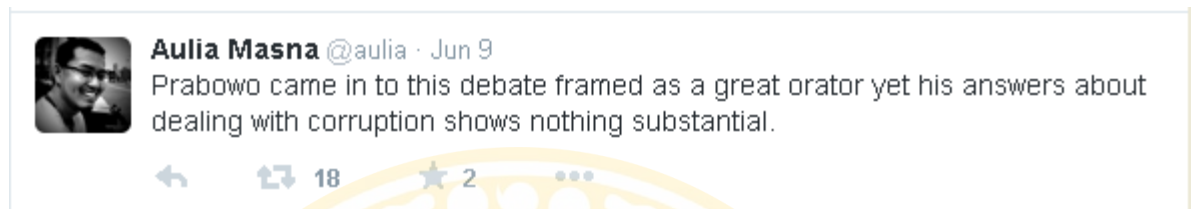
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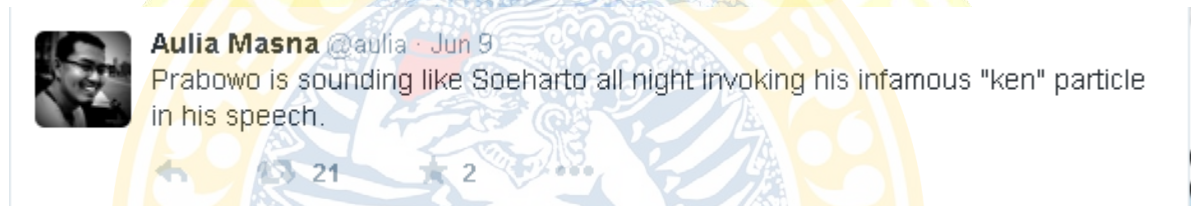
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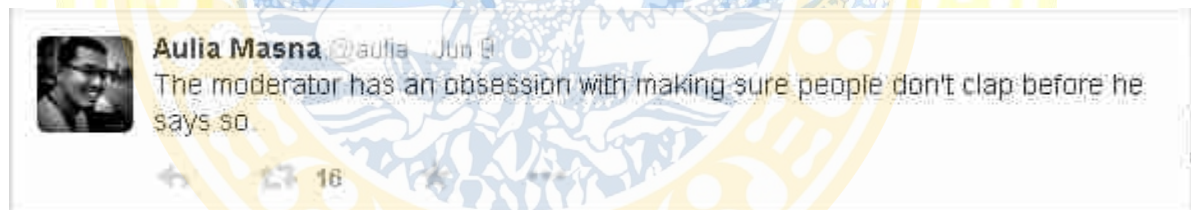
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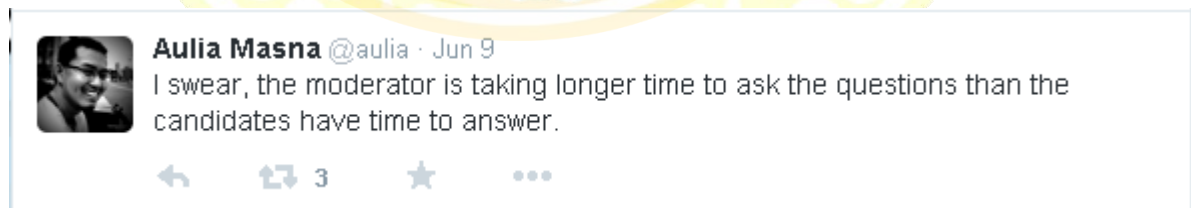
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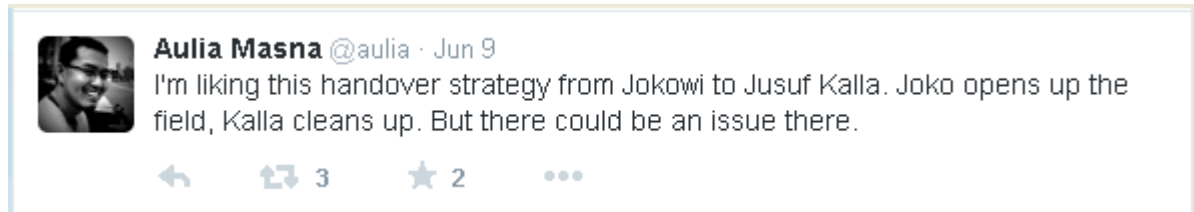
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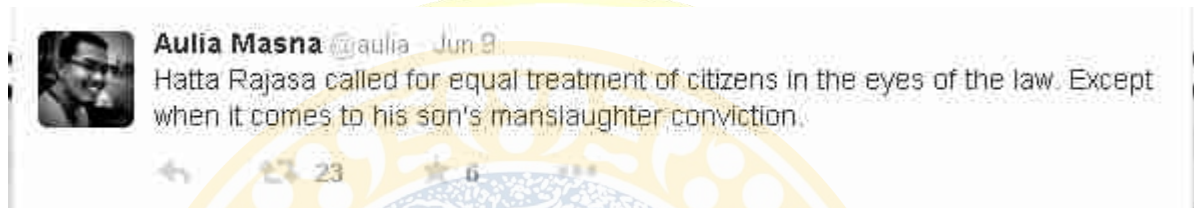
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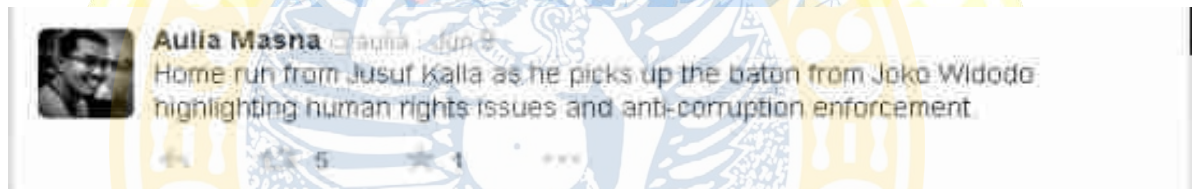
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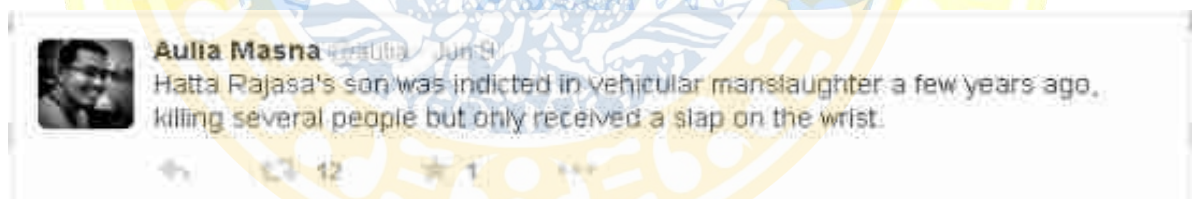
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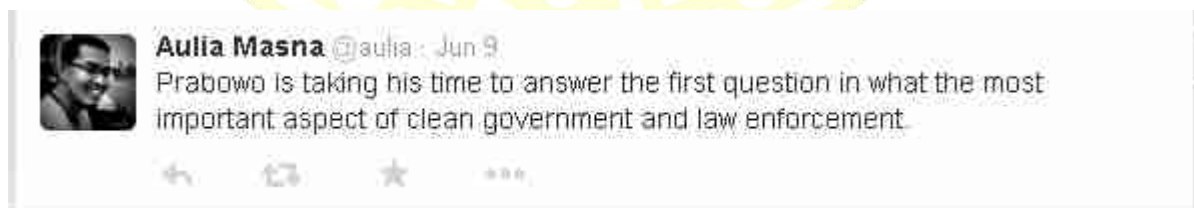
Data 1.12



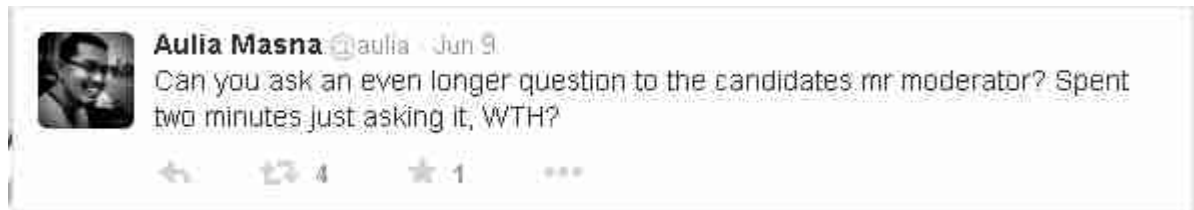
Data 1.13



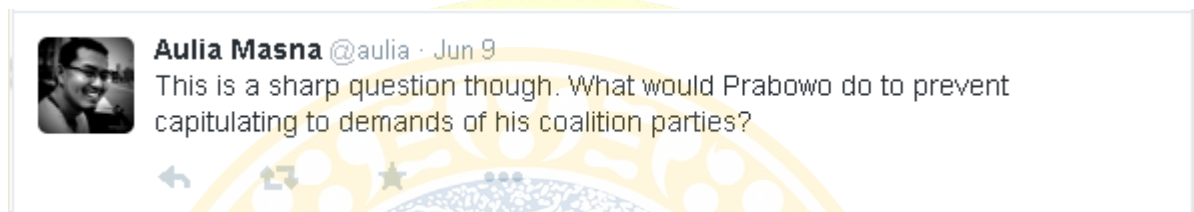
Data 1.14



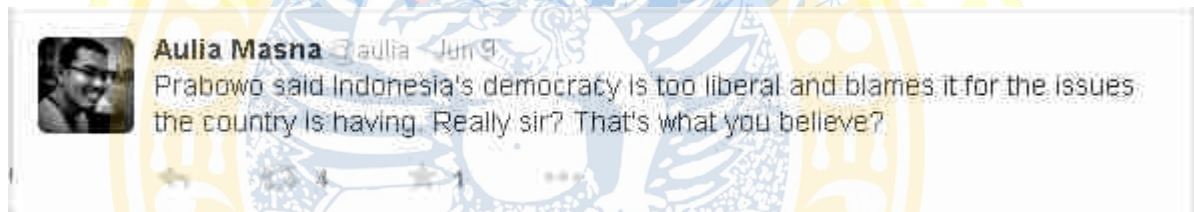
Data 1.15



Data 1.16



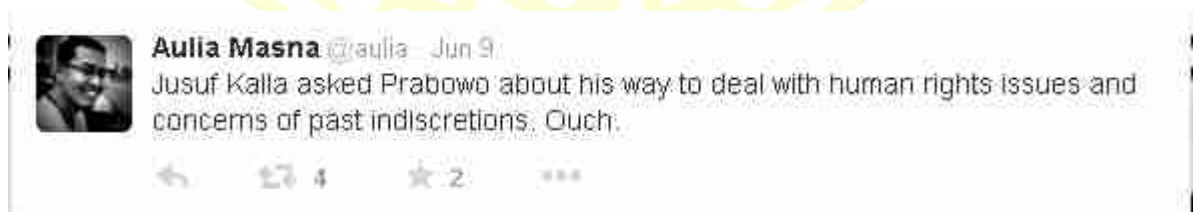
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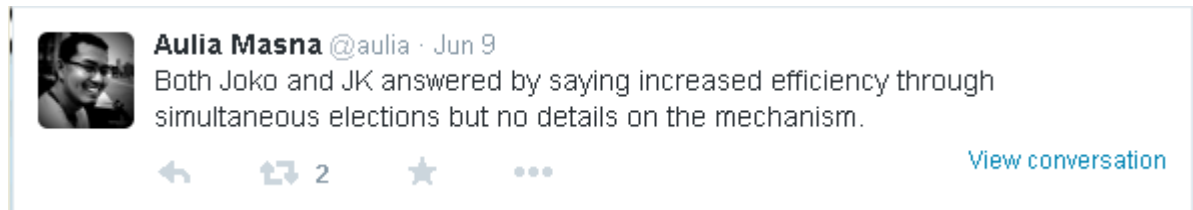
Data 1.18



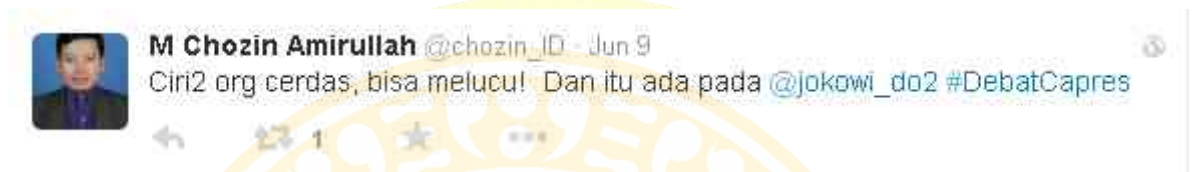
Data 1.19



Data 1.20



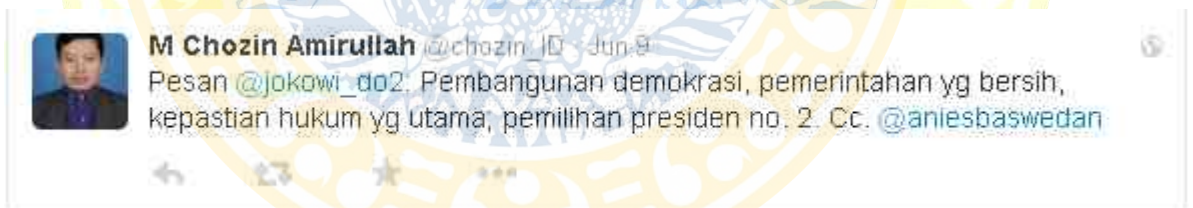
Data 1.21



Data 1.22



Data 1.23



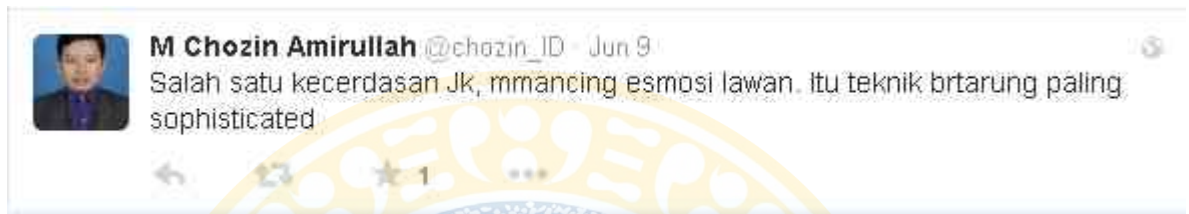
Data 1.24



Data 1.25



Data 1.26



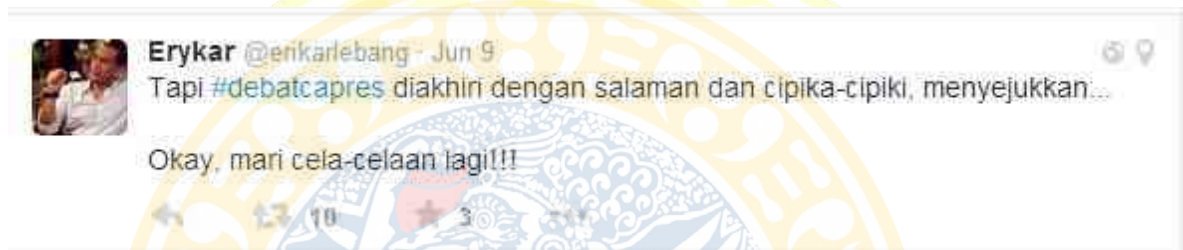
Data 1.27



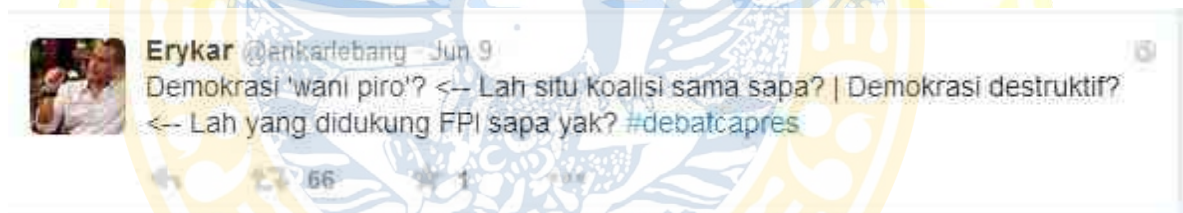
Data 1.28



Data 1.29



Data 1.30



Data 1.31



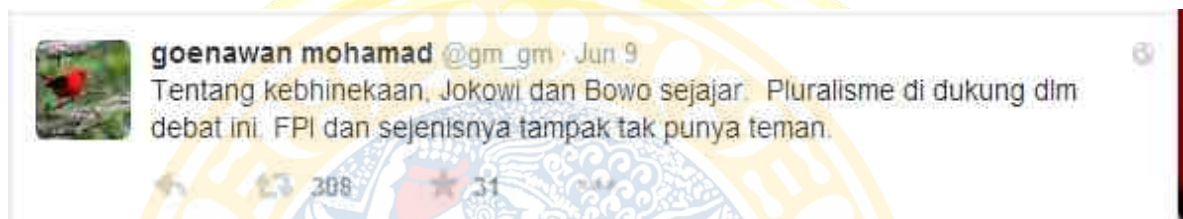
Data 1.32



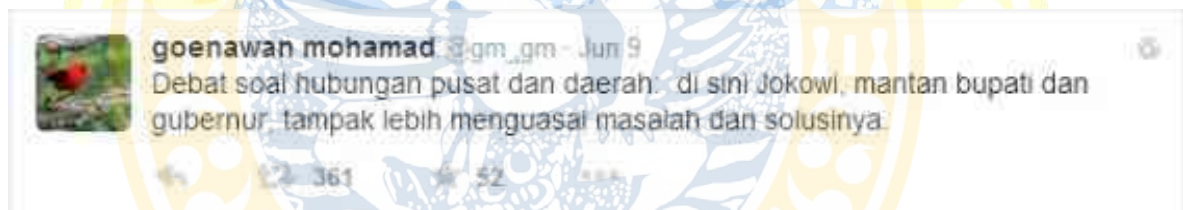
Data 1.33



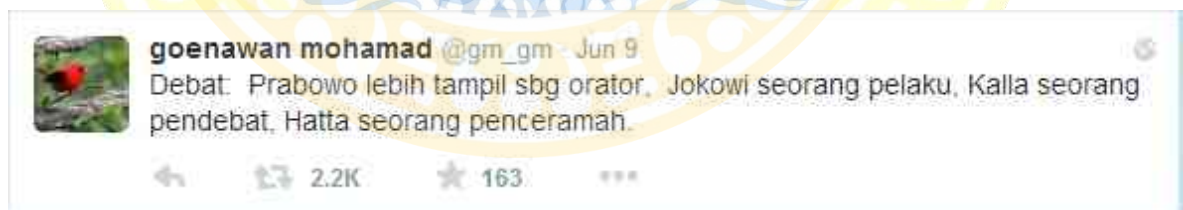
Data 1.34



Data 1.35



Data 1.36



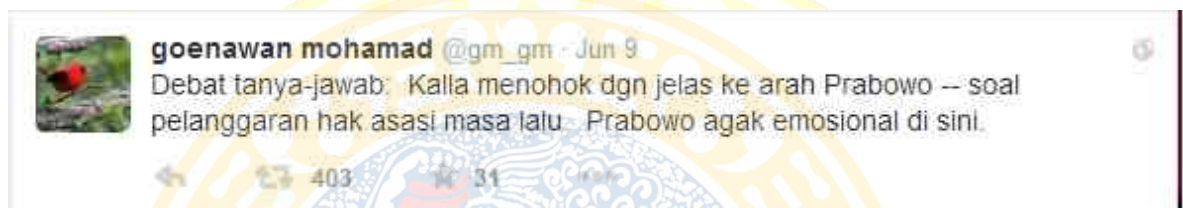
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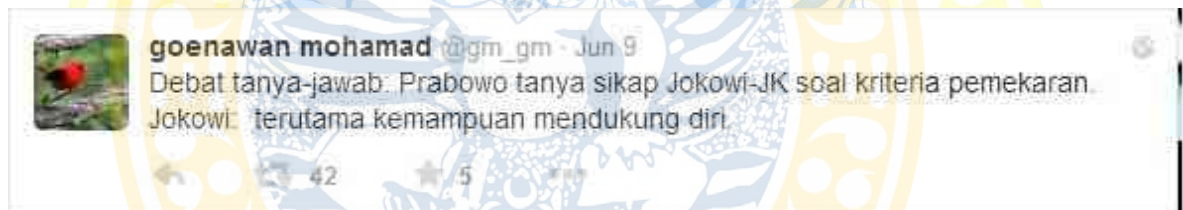
Data 1.38



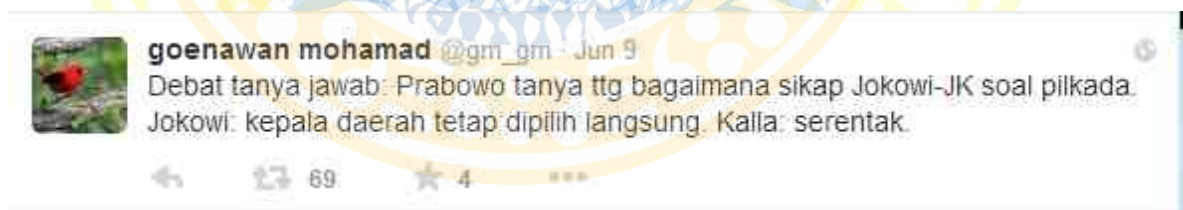
Data 1.39



Data 1.40



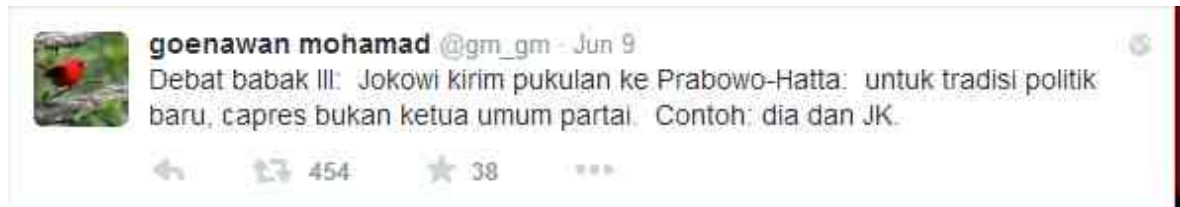
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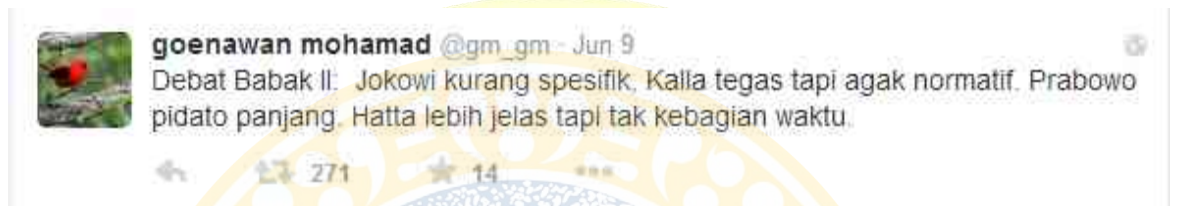
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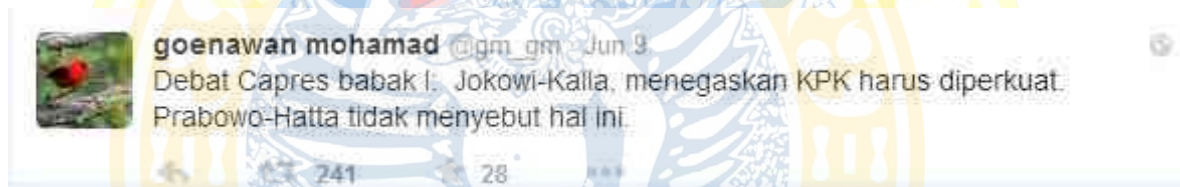
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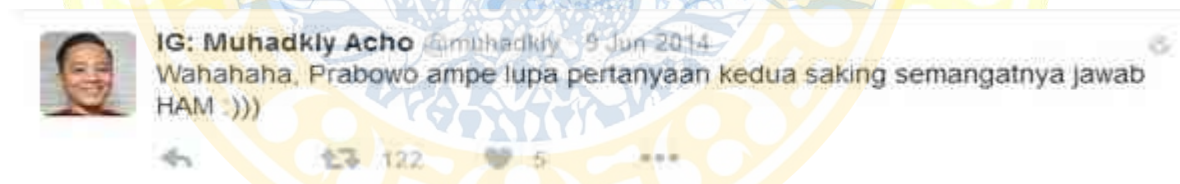
Data 1.44



Data 1.45



Data 1.46



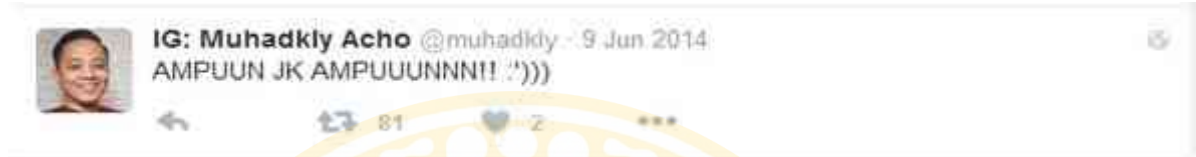
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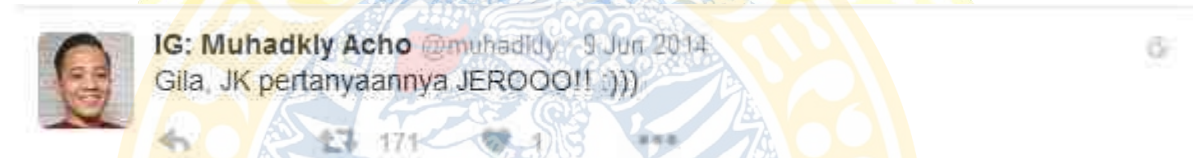
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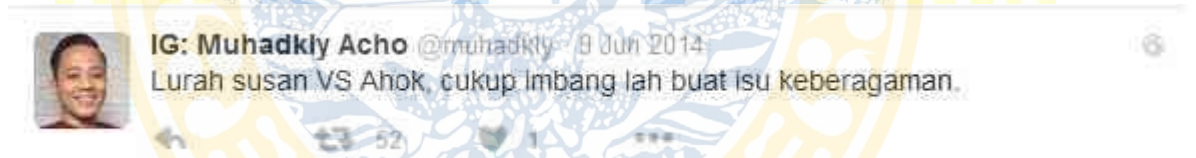
Data 1.49



Data 1.50



Data 1.51



Data 1.52



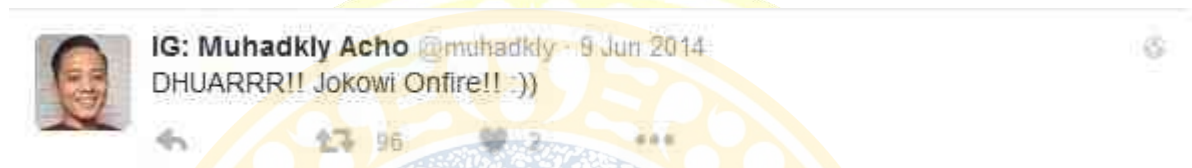
Data 1.53



Data 1.54



Data 1.55



Data 1.56



Data 1.57



Data 1.58



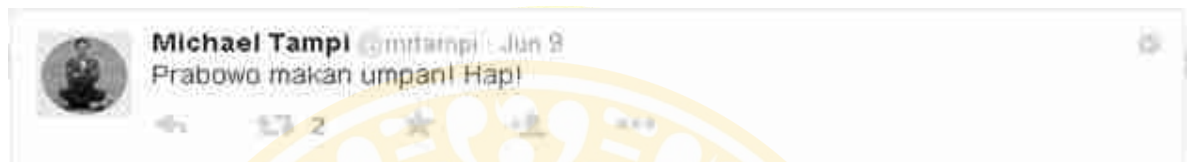
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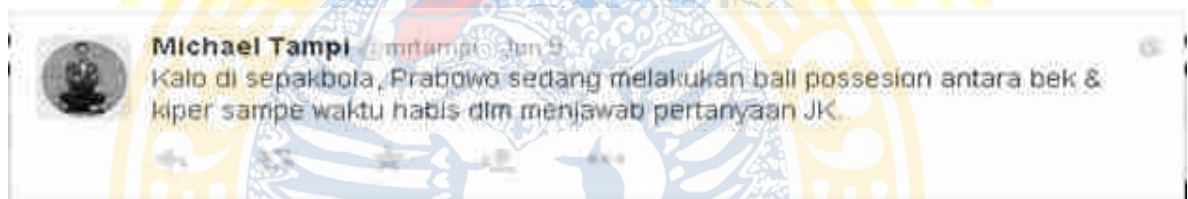
Data 1.60



Data 1.61



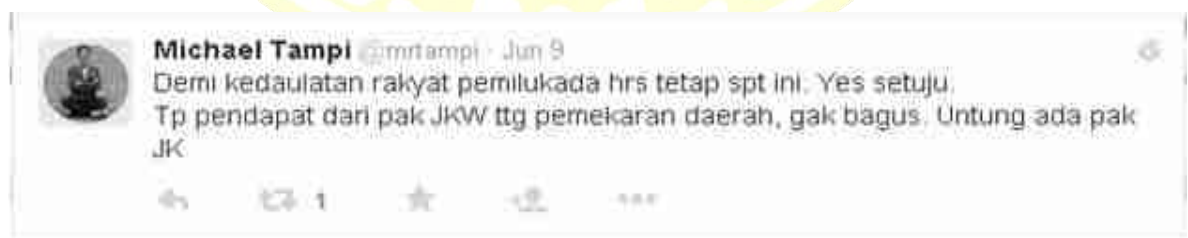
Data 1.62



Data 1.63



Data 1.64



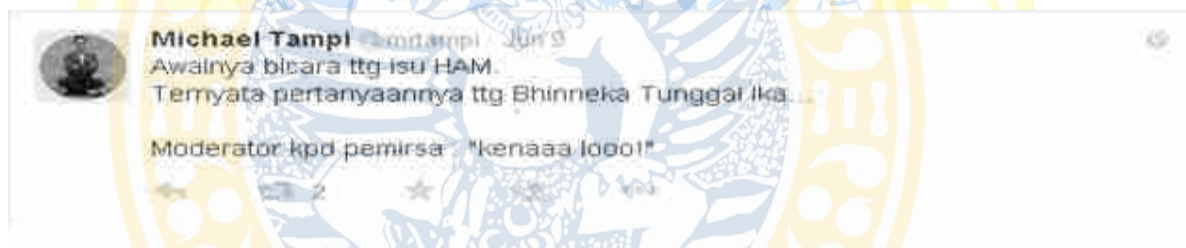
Data 1.65



Data 1.66



Data 1.67



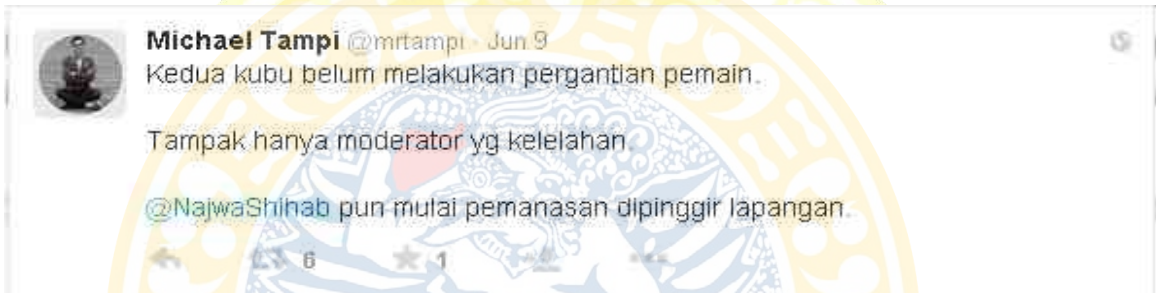
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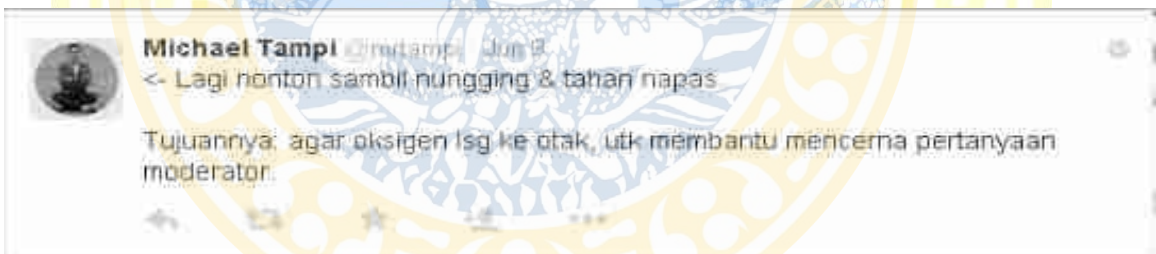
Data 1.69



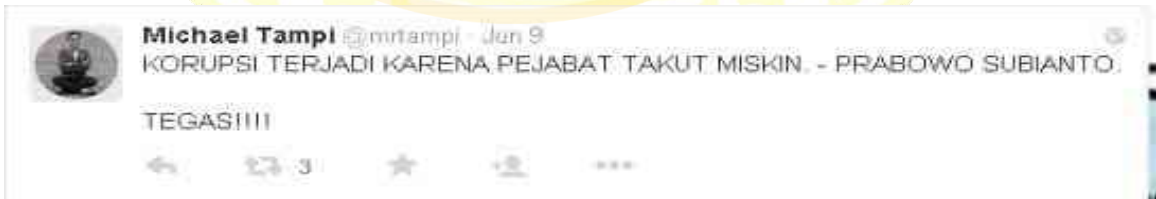
Data 1.70



Data 1.71



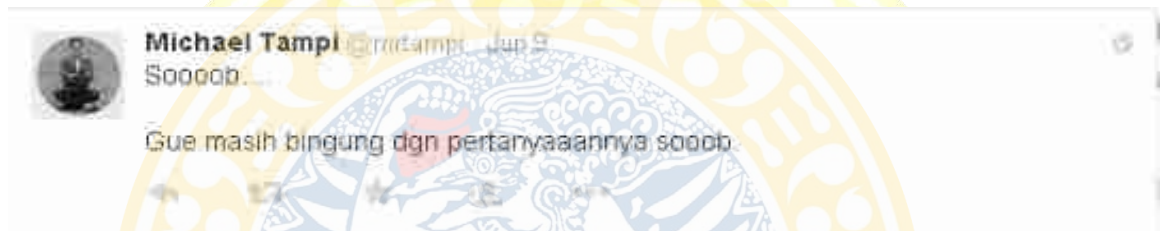
Data 1.72



Data 1.73



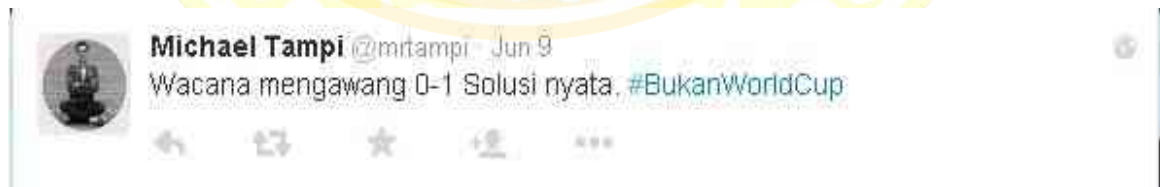
Data 1.74



Data 1.75



Data 1.76



Data 1.77



Data 1.78



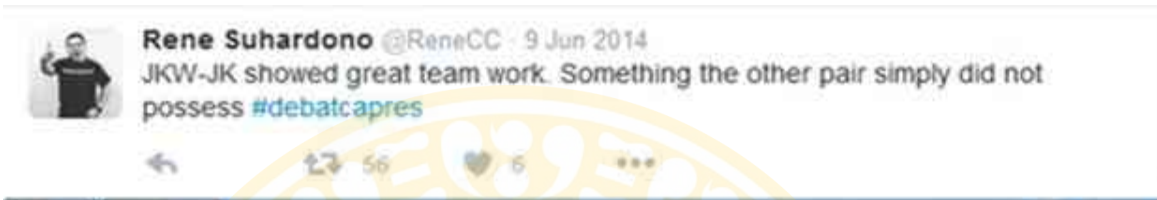
Data 1.79



Data 1.80



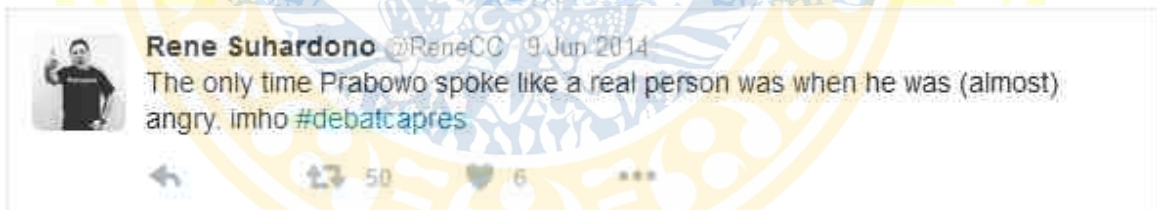
Data 1.81



Data 1.82



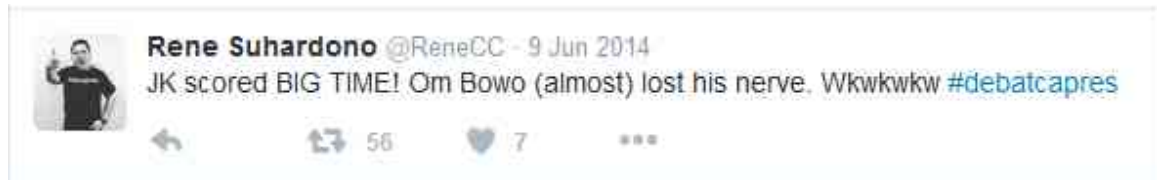
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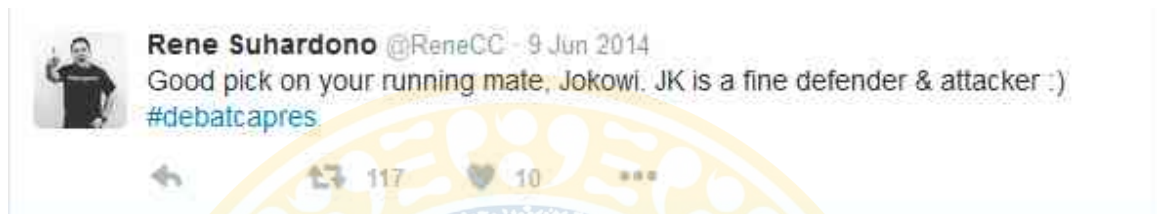
Data 1.84



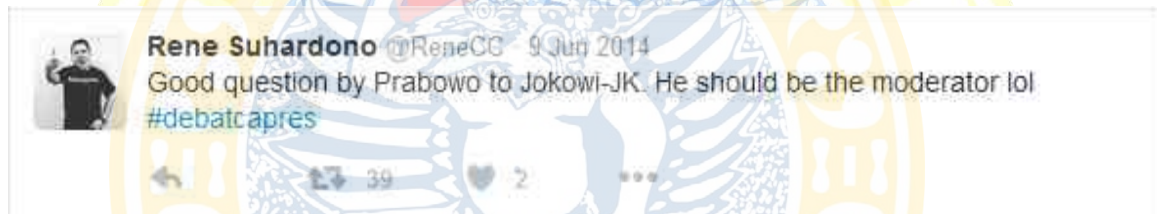
Data 1.85



Data 1.86



Data 1.87



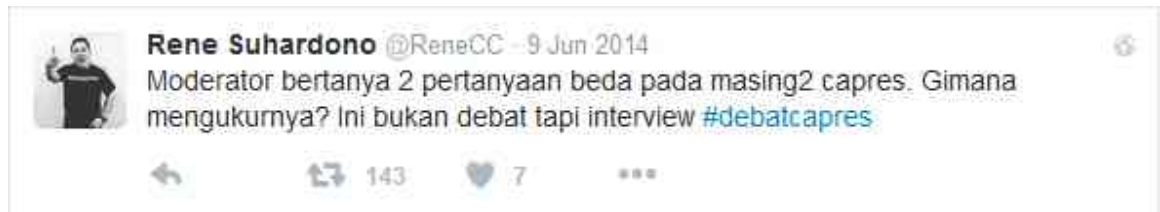
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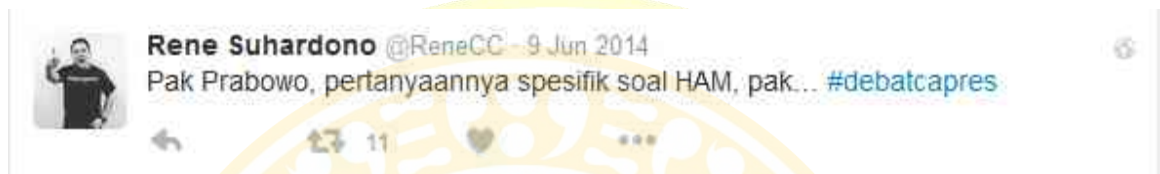
Data 1.89



Data 1.90



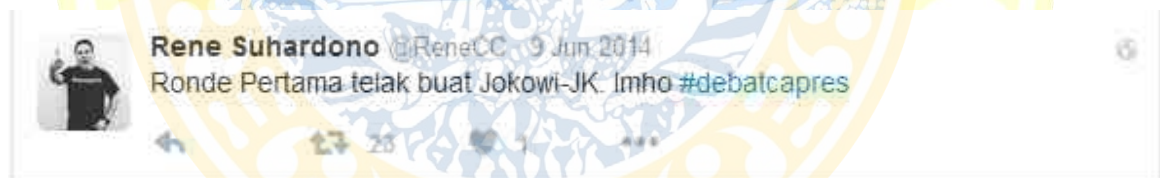
Data 1.91



Data 1.92



Data 1.93



Data 1.94



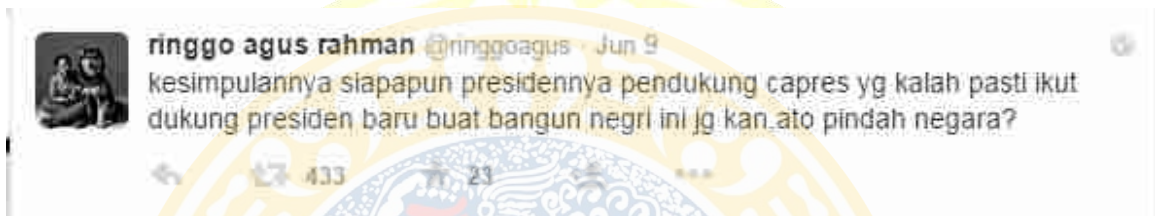
Data 1.95



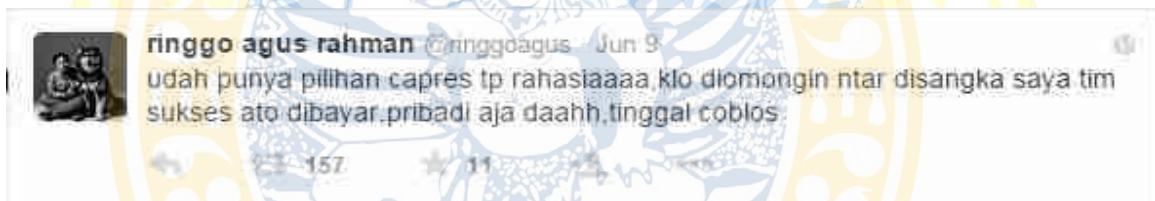
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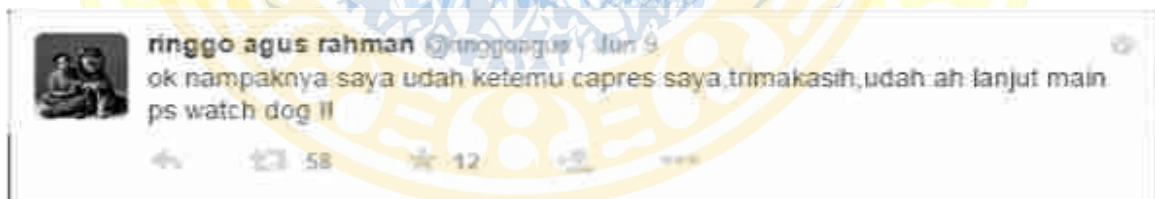
Data 1.97



Data 1.98



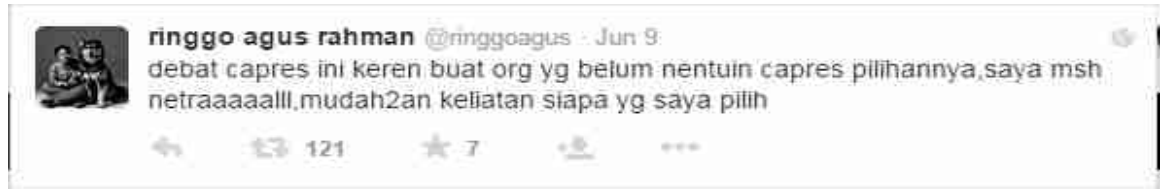
Data 1.99



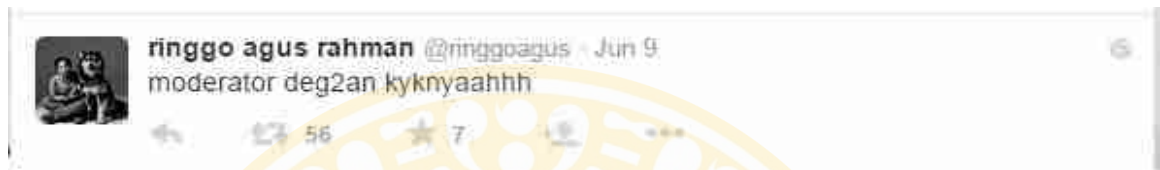
Data 1.100



Data 1.101



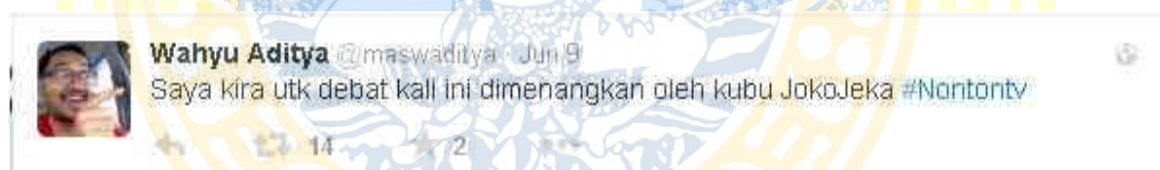
Data 1.102



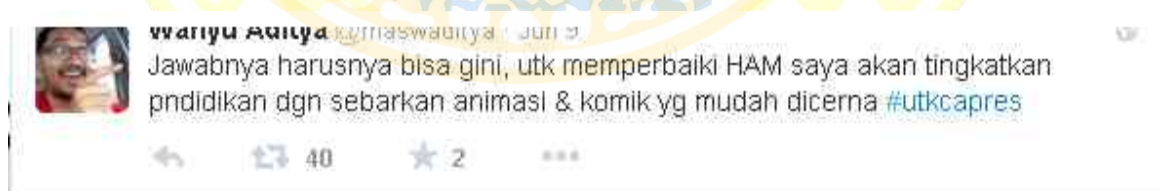
Data 1.103



Data 1.104



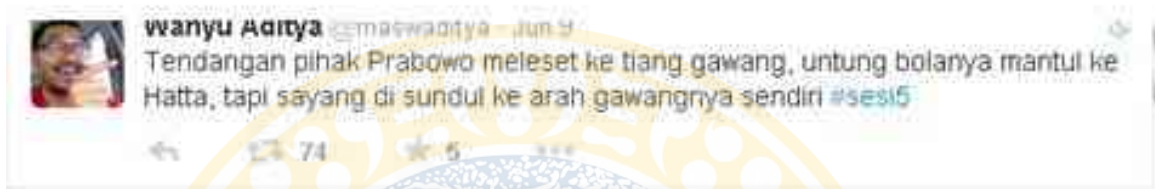
Data 1.105



Data 1.106



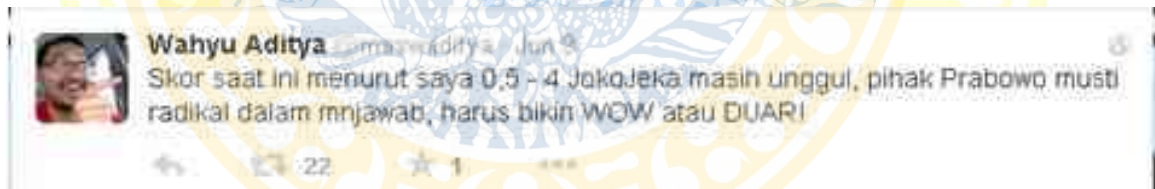
Data 1.107



Data 1.108



Data 1.109



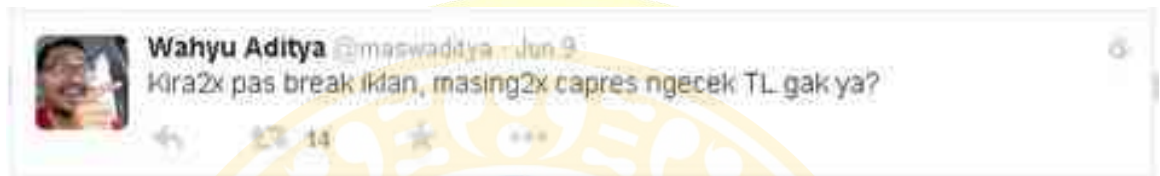
Data 1.110



Data 1.111



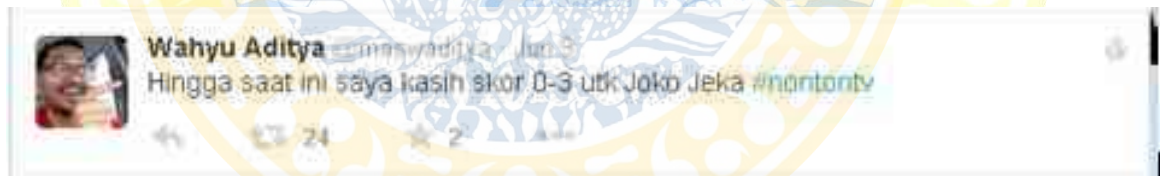
Data 1.112



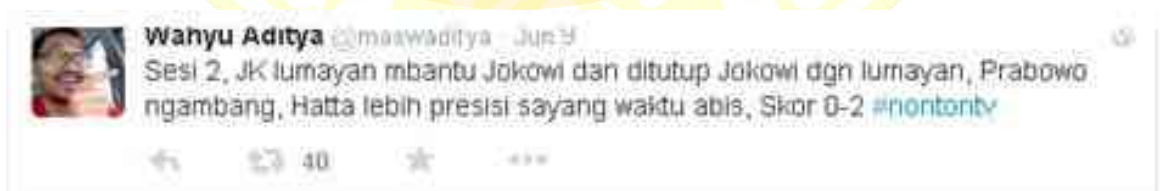
Data 1.113



Data 1.114



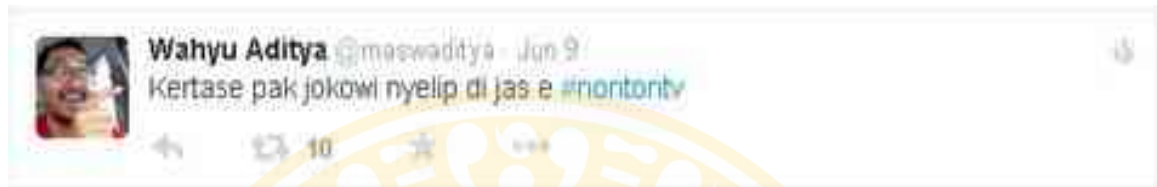
Data 1.115



Data 1.116



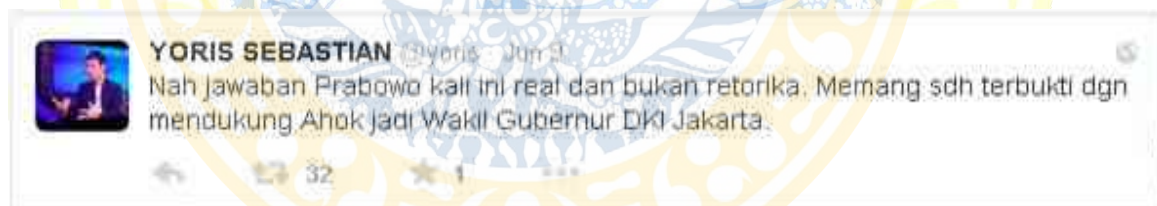
Data 1.117



Data 1.118



Data 1.119



Data 1.120



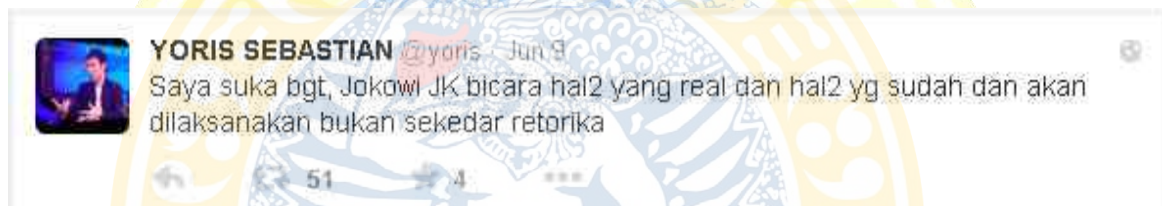
Data 1.121



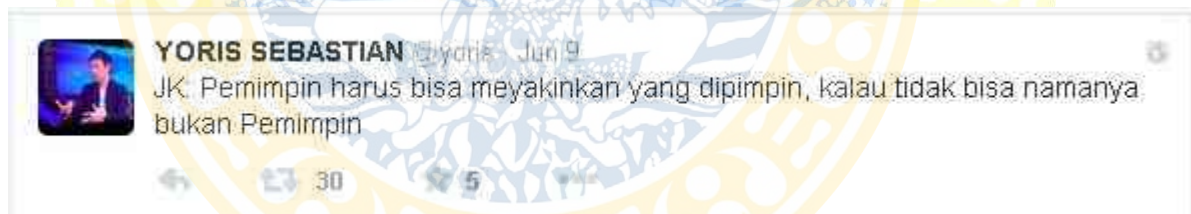
Data 1.122



Data 1.123



Data 1.124



Data 1.125



Data 1.126

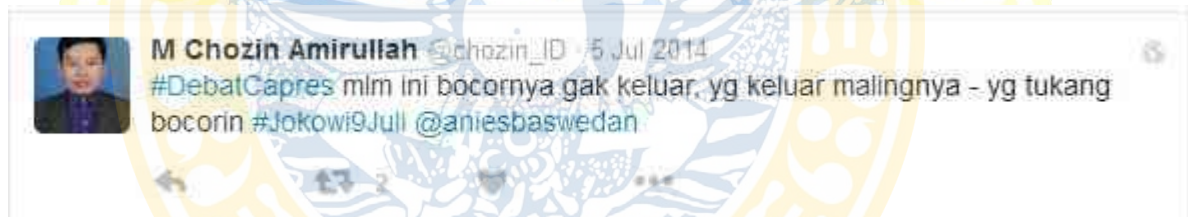


Data 1.127



Last Debate

Data 2. 1



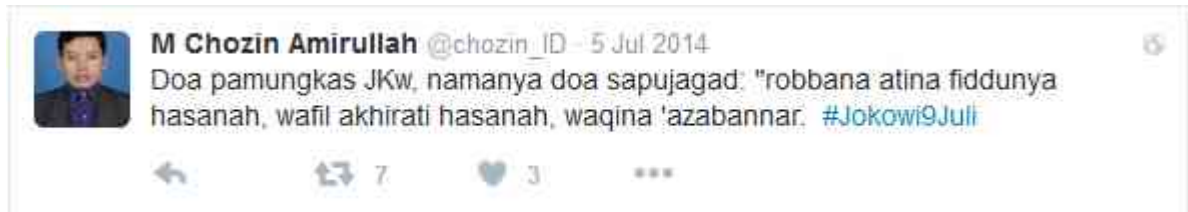
Data 2. 2



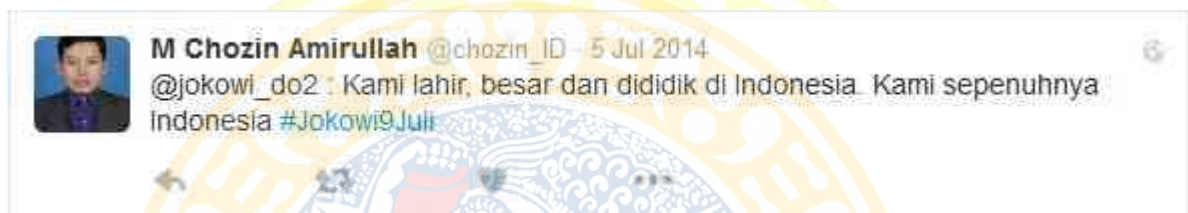
Data 2. 3



Data 2. 4



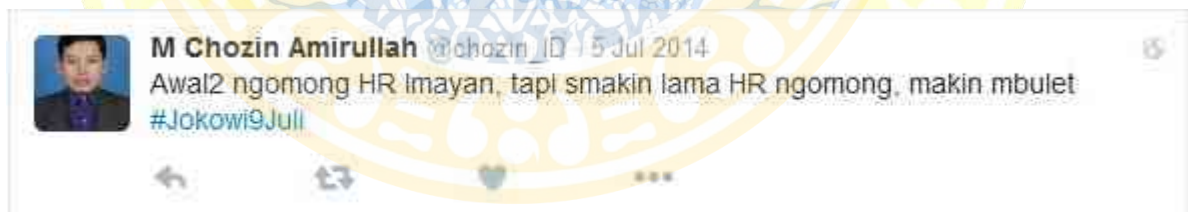
Data 2. 5



Data 2. 6



Data 2. 7



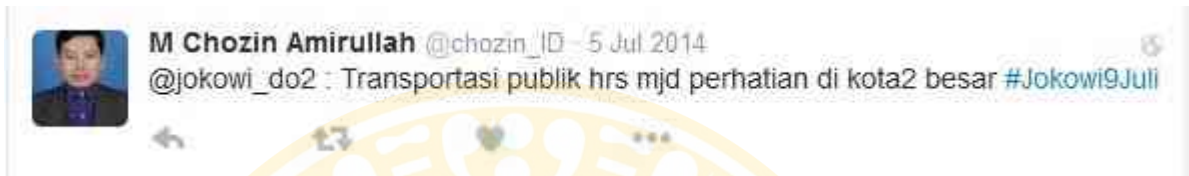
Data 2. 8



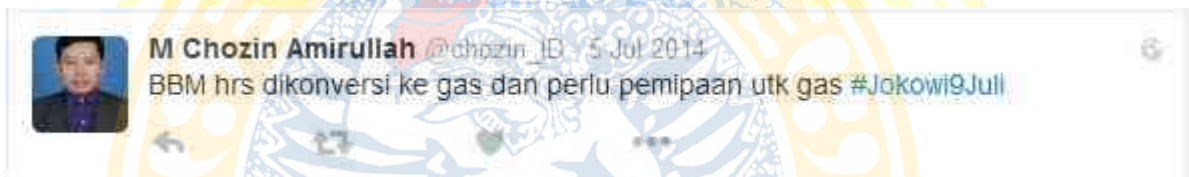
Data 2. 9



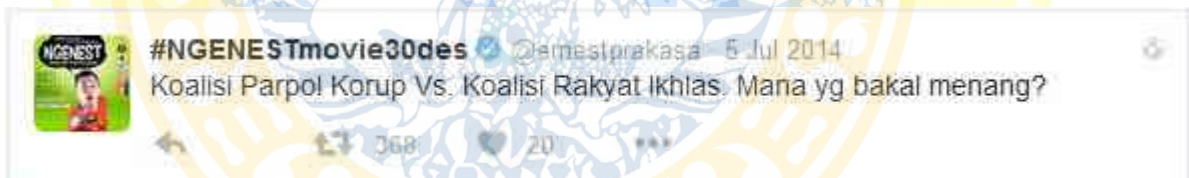
Data 2. 10



Data 2. 11



Data 2. 12



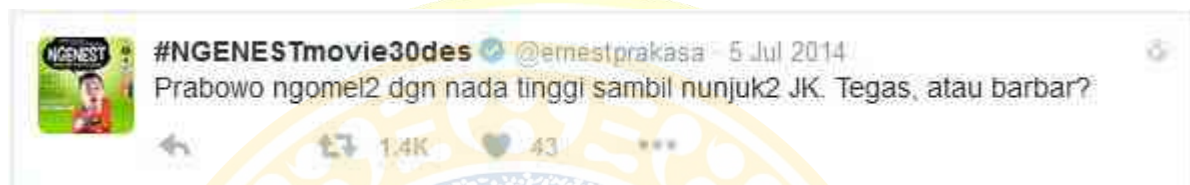
Data 2. 13



Data 2. 14



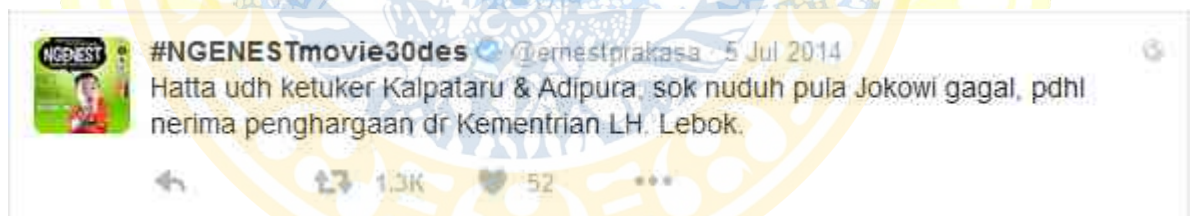
Data 2. 15



Data 2. 16



Data 2. 17



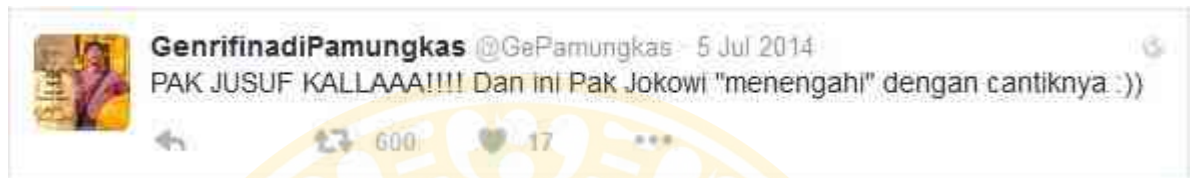
Data 2. 18



Data 2. 19



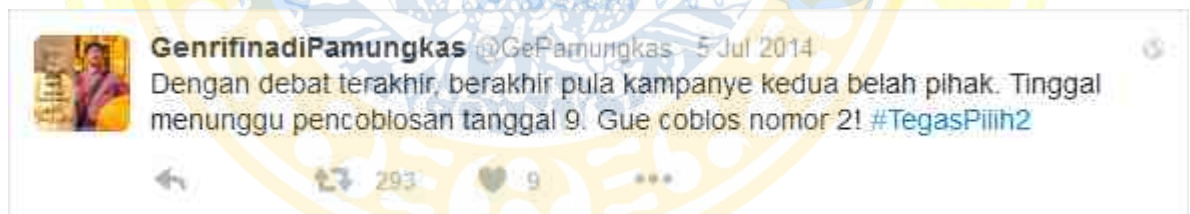
Data 2. 20



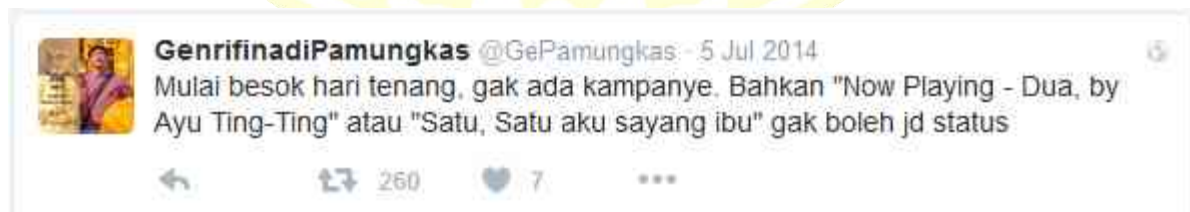
Data 2. 21



Data 2. 22



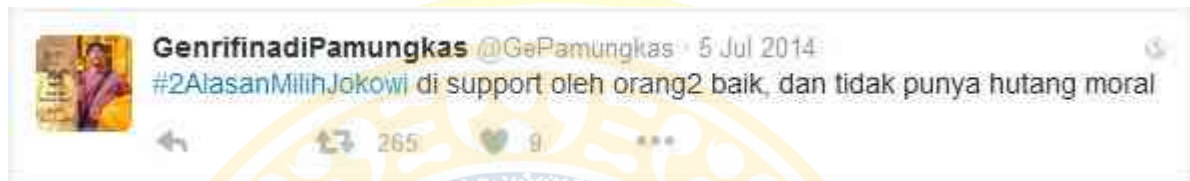
Data 2. 23



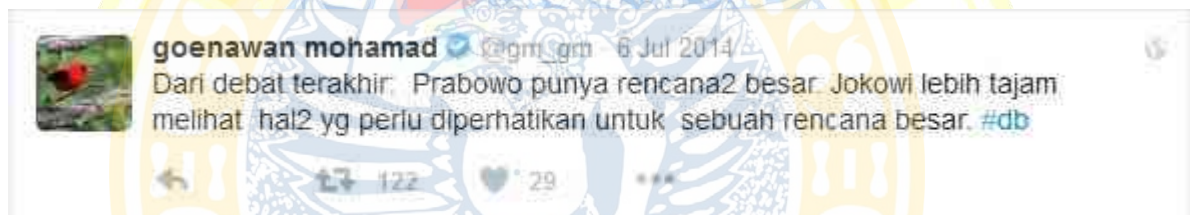
Data 2. 24



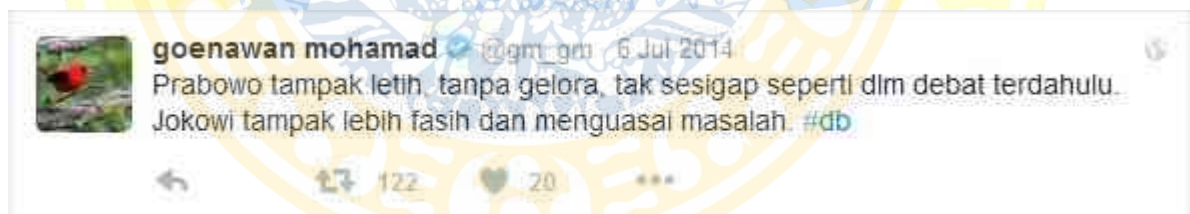
Data 2. 25



Data 2. 26



Data 2. 27



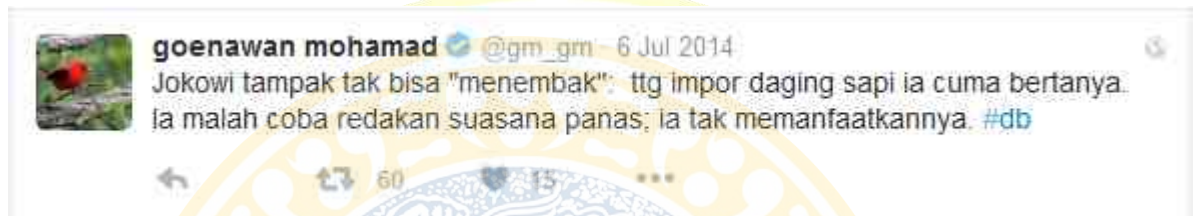
Data 2. 28



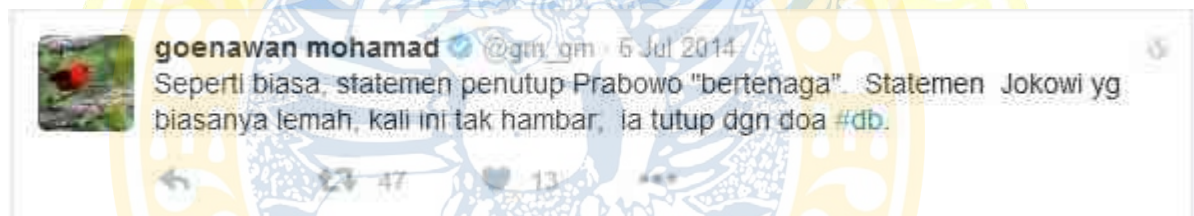
Data 2. 29



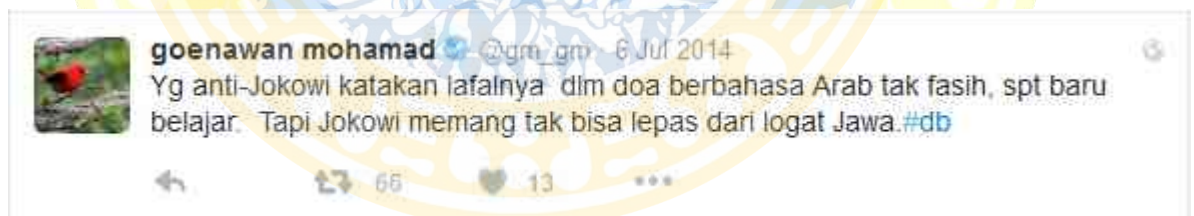
Data 2. 30



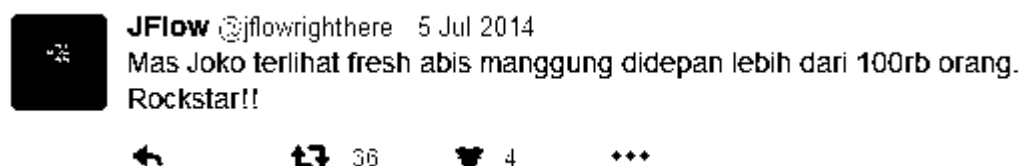
Data 2. 31




Data 2. 32



Data 2. 33




Data 2. 34

 **JFlow** @jflowrighthere 5 Jul 2014
Mas Joko: siapkan pasarnya. Petani kita sanggup memproduksi apa saja. Jgn anggap remeh mrk. Ngeri banget deh masbro ini.

👤 32 🍷 4 ⋮

Data 2. 35

 **JFlow** @jflowrighthere 5 Jul 2014
Pertanyaan bapak bagus, tapi keliru. Bwahahahahaha!!! Ga bisa bedain kalpataru dan adipura gimana mau urus lingkungan hidup pak Hatta?

👤 162 🍷 8 ⋮

Data 2. 36

 **JFlow** @jflowrighthere 5 Jul 2014
Banyak pemimpin besar jatuh karena 3 hal: Harta, Tahta dan Hatta.


👤 115 🍷 16 ⋮

Data 2. 37

 **JFlow** @jflowrighthere 5 Jul 2014
Pak Prabowo: lipat gandakan ternak sapi!!! PKS: alhamdulillah....

👤 75 🍷 5 ⋮

Data 2. 38

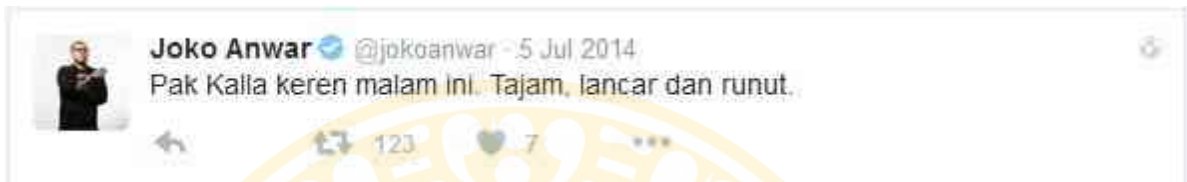
 **JFlow** @jflowrighthere 5 Jul 2014
Sapinya di KPK, Al Quran di KPK, Hajinya di KPK. Tidak ada disini pak. Nah loh gimana tuh pak? Untung ditolongin kak Joko :)

👤 124 🍷 10 ⋮

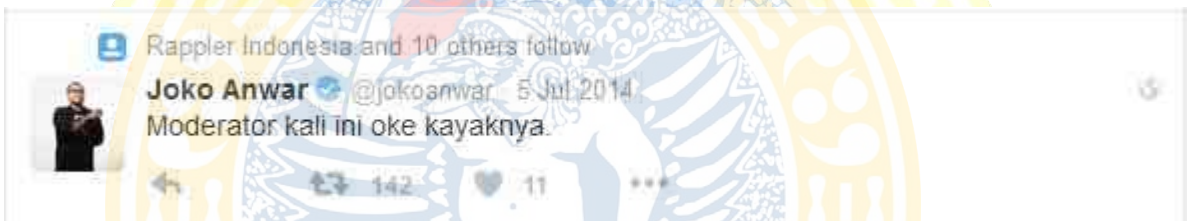
Data 2. 39



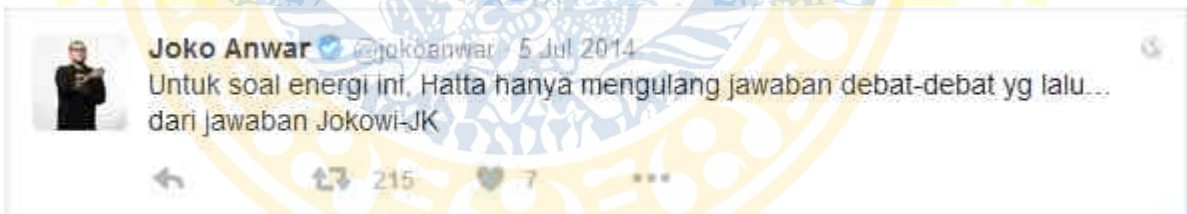
Data 2. 40



Data 2. 41



Data 2. 42



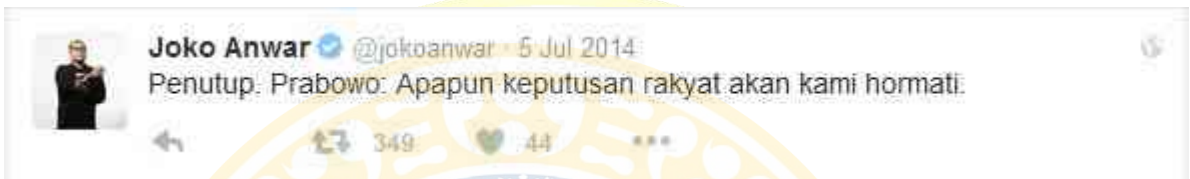
Data 2. 43



Data 2. 44



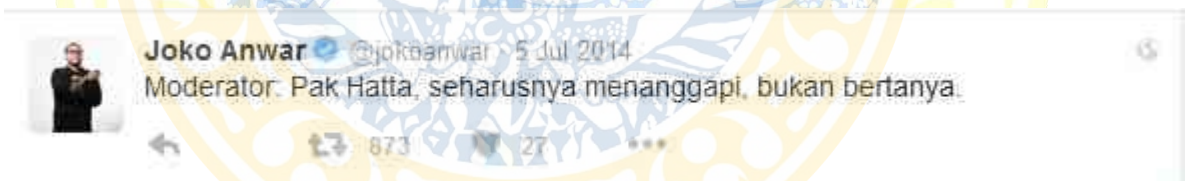
Data 2. 45



Data 2. 46



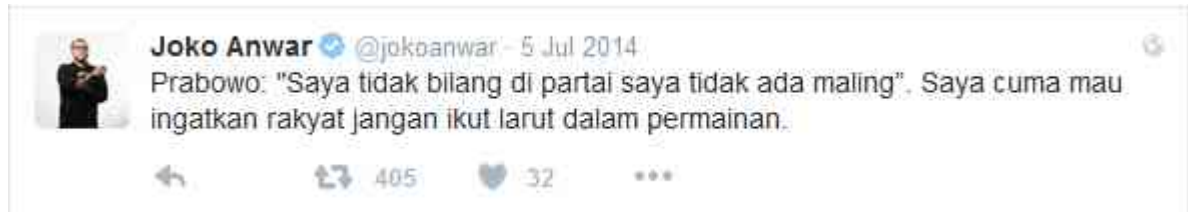
Data 2. 47



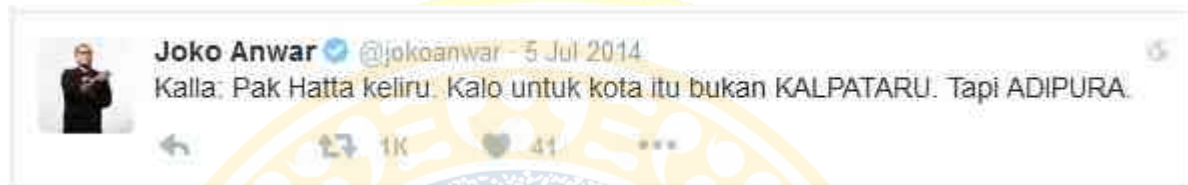
Data 2. 48



Data 2. 49



Data 2. 50



Data 2. 51



Data 2. 52



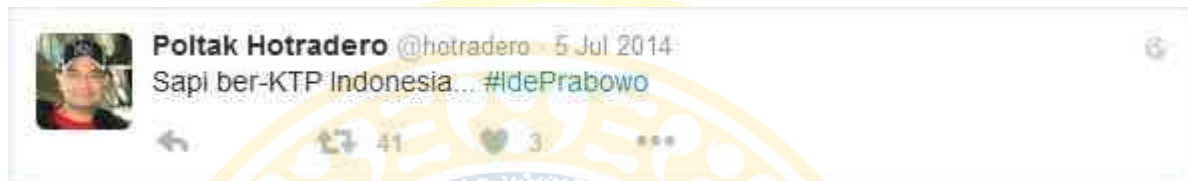
Data 2. 53



Data 2. 54



Data 2. 55



Data 2. 56



Data 2. 57



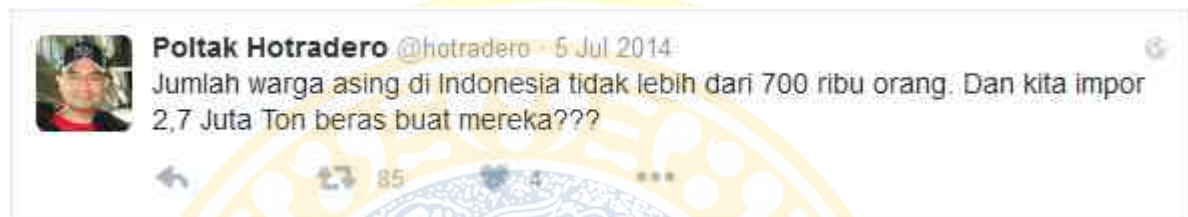
Data 2. 58



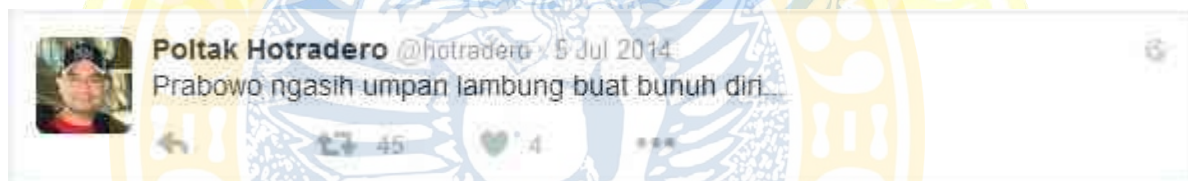
Data 2. 59



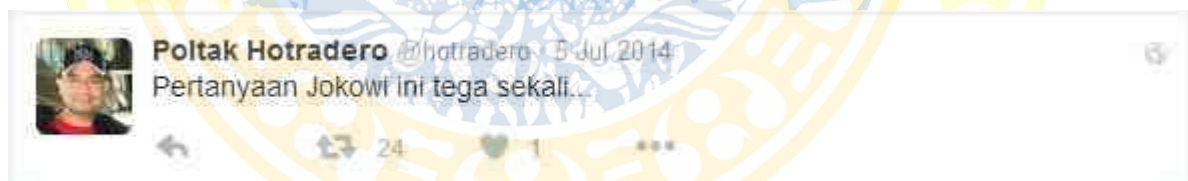
Data 2. 60



Data 2. 61



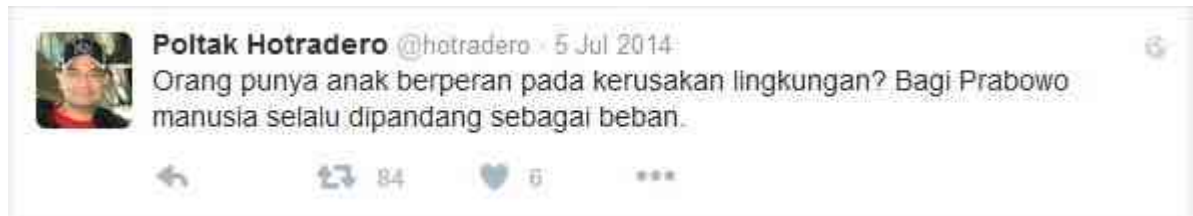
Data 2. 62



Data 2. 63



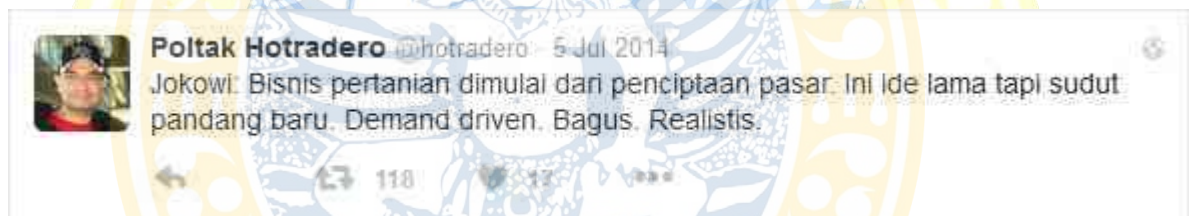
Data 2. 64



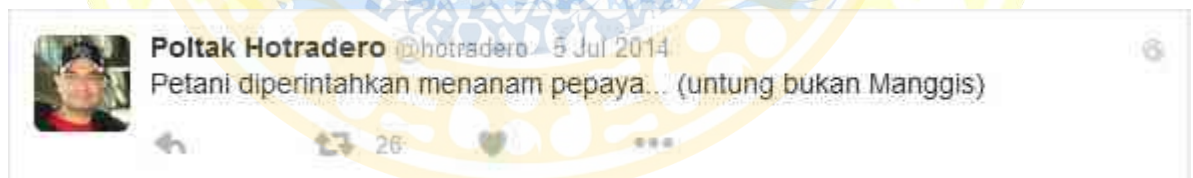
Data 2. 65



Data 2. 66



Data 2. 67



Data 2. 68



Data 2. 69



Data 2. 70



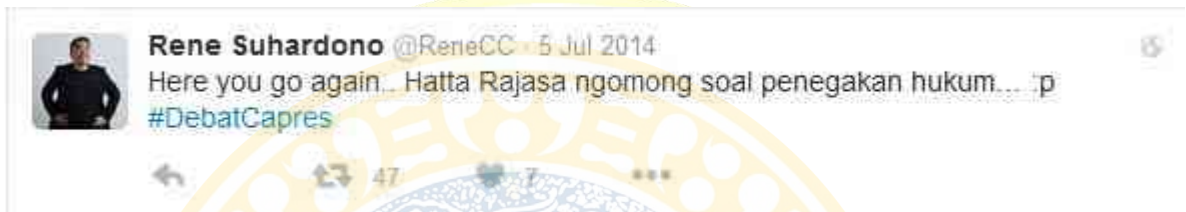
Data 2. 71



Data 2. 72



Data 2. 73



Data 2. 74



Data 2. 75



Data 2. 76



Data 2. 77



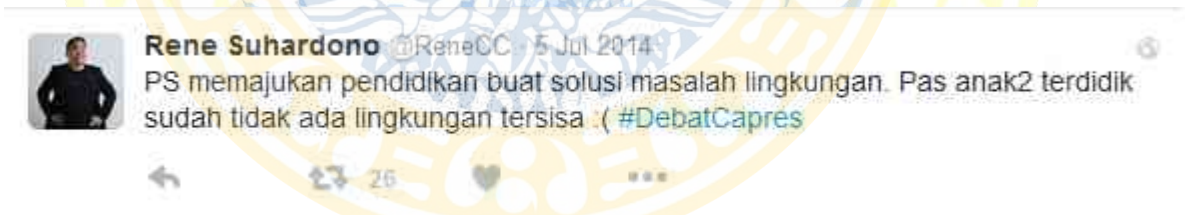
Data 2. 78



Data 2. 79



Data 2. 80



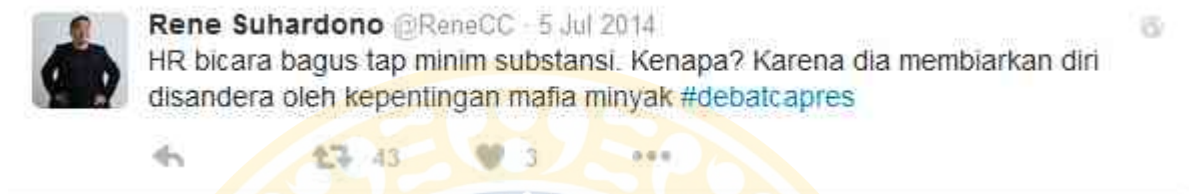
Data 2. 81



Data 2. 82



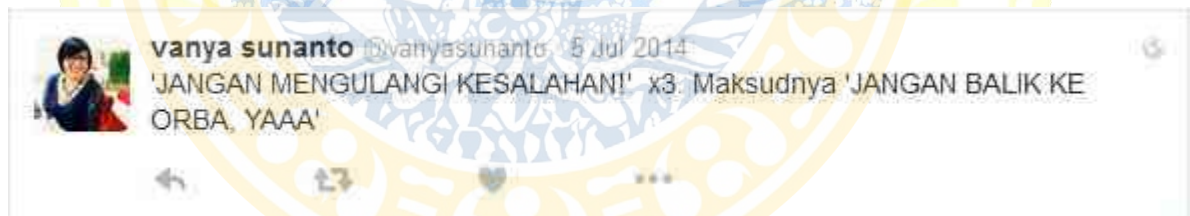
Data 2. 83



Data 2. 84



Data 2. 85



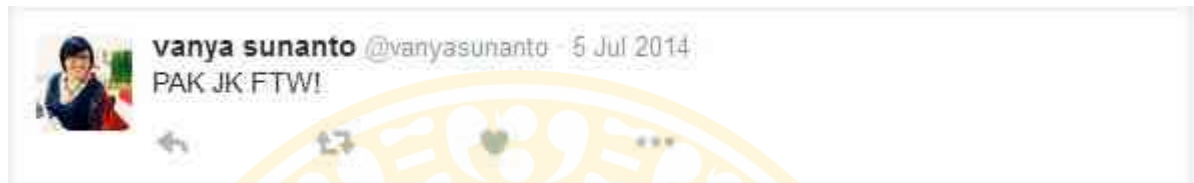
Data 2. 86



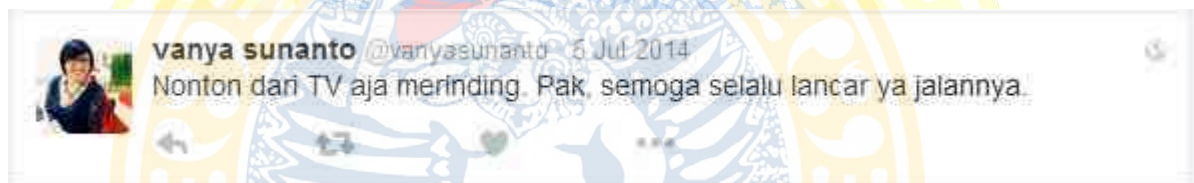
Data 2. 87



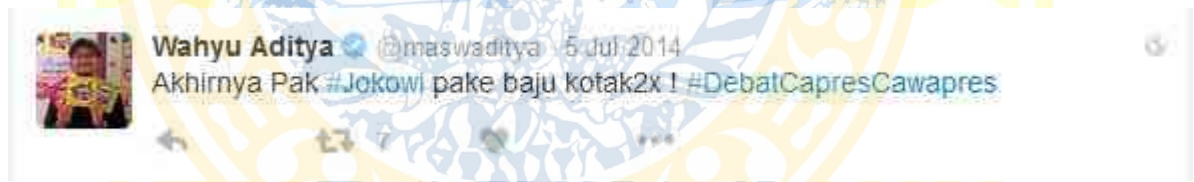
Data 2. 88



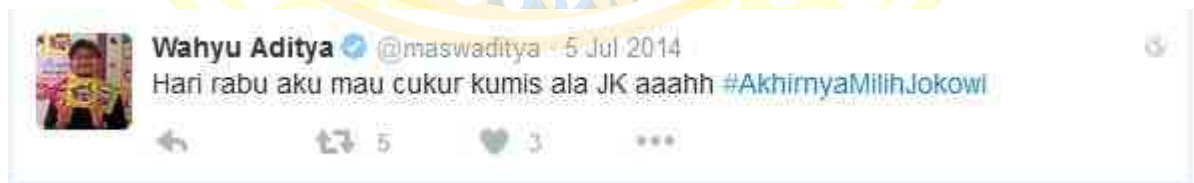
Data 2. 89



Data 2. 90



Data 2. 91



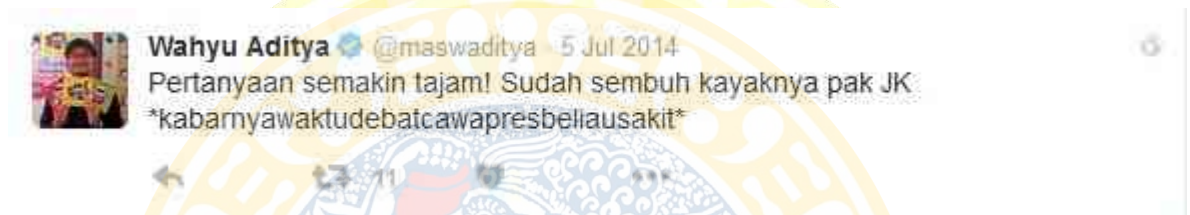
Data 2. 92



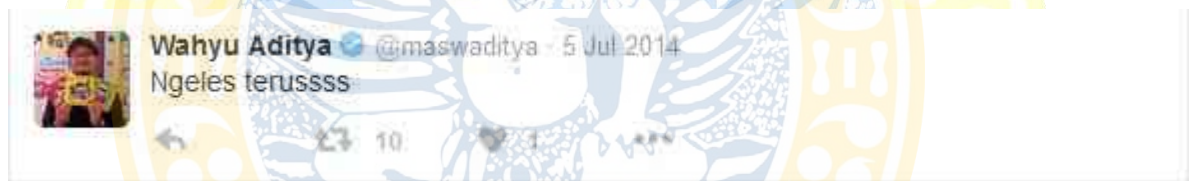
Data 2. 93



Data 2. 94



Data 2. 95



Data 2. 96

