

Political Implicatures on Instagram Posts by @salsaer

Hena Muliawati

Universitas Nasional Jakarta, Indonesia

E-mail: henamuliawati12@gmail.com

Siti Pauziah

Universitas Nasional Jakarta, Indonesia

E-mail: pauziah2278@gmail.com

Dea Puspita

Hasanuddin University, Indonesia

E-mail: deap060604@gmail.com

Andi Fenty Bakti Anwar

Alauddin State Islamic University Makassar, Indonesia

E-mail: andiventyanwar@gmail.com

ABSTRACT

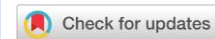
The rise of social media has established Instagram as a digital space for the public to openly express political opinions and criticism. This study analysed speech acts and political implicatures in the Instagram content of @salsaer. Used a qualitative descriptive method, drawing on J. Searle's theory of speech acts and the theory of political implicatures developed by Grice, Keraf and Suhadi. The results of the analysis reveal three speech act functions—assertive, directive, and commissive—as well as six forms of political implicature: irony, satire, sarcasm, euphemism, hyperbole, and metaphor. These speech act functions shape messages of public resistance against authority and drives political system reform. Meanwhile, political implicatures serve to delegitimize political actors and foster critical awareness among the audience.

Keywords: Pragmatics, Speech Acts, Political Implicatures, Political Content, Instagram.

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1. Introduction

Literary works and other forms of language expression reflect life, conveyed through various media, both print and digital. With the rapid development of information technology, social media has now transformed into a new public sphere where people openly voice political opinions, criticisms, and aspirations (Sosrohadi & Lutfhu, 2022;

Rahman & Amir, 2019; Suma et al., 2023). As a visual and audiovisual platform, Instagram serves as an effective medium for digital activists to convey critical messages through short video content. Interactions in comment sections and narratives within videos not only function as information exchanges but also reflect social dynamics, collective psychological conditions, and public discontent regarding public policies and the behavior of policymakers (Weda et al., 2022; Pratiwi et al., 2026; Sosrohadi & Wulandari, 2022).

In the context of politically charged digital communication, language use is key to understanding the intentions and actions of speakers toward their audiences. This phenomenon can be deeply examined through pragmatics—a branch of linguistics focusing on the relationship between utterance functions and sentence structure, considering the speech situation or underlying context. A fundamental concept in pragmatics is the speech act, i.e., an action performed through speech to convey a specific intention. Speech acts are not merely sequences of words but psychological phenomena that depend on the speaker's ability to navigate specific situations. In political discourse, illocutionary speech acts are the most crucial aspect, as they carry communicative force capable of influencing public perception.

The Instagram account @salsaer, owned by Salsa Erwina, offers a compelling subject of study due to its content rich in political criticism, satire, and reflections on social injustice in Indonesia. Through intense dialogues and monologues in its posts, @salsaer depicts public anxiety over various issues, ranging from the performance of legislative institutions to the actions of law enforcement authorities. Each utterance serves diverse communicative functions and often carries implied meanings not stated literally. However, language use in such content frequently involves "political implicature"—a communication strategy where the true meaning is concealed behind rhetorical devices like sarcasm or metaphor to avoid censorship or deliver stronger emotional emphasis to audiences.

Despite @salsaer's significant influence in shaping public opinion on social media, linguistic analyses specifically examining speech act functions and political implicatures in its content remain very limited. Understanding these communication dynamics is essential to uncover how language is used as an instrument of symbolic resistance and a tool to delegitimize policies perceived as unfair to the people. Based on this background, this study aims to comprehensively analyze the forms and functions of speech acts and political implicatures in the @salsaer account. It is expected to contribute theoretically to the development of pragmatic studies in new media and provide richer understanding for the public on how language shapes critical awareness in contemporary digital democratic spaces.

2. Literature Review

2.1 Previous Studies

Research on speech acts and critical discourse in digital political spheres has attracted widespread attention from contemporary linguistic scholars. One of the important foundations was laid by Rahardi (2005), who examined imperative politeness in Indonesian, showing that the force of utterances is strongly influenced by social context and the speaker's position. In addition, several previous studies have analyzed how illocutionary functions operate in formal texts, such as news discourse and state speeches, to construct images of authority and power. However, these studies largely focus on conventional political communication contexts and rarely examine how speech acts function in digital political discourse, particularly within social media environments.

Therefore, this study offers novelty in terms of subject matter, approach, and analytical focus. Unlike previous studies conducted by Laela Ismiyatin (2022), Naufal Adam Kurniawan (2024), and Ika Arifianti (2024), which generally analyzed implicatures in *Tempo* magazine covers and the 2024 presidential candidate debates, this research focuses on political opinion video content on the @salsaer Instagram account. By examining short-form video content created by a social media influencer, this study seeks to fill gaps in existing literature by analyzing how digital activism employs flexible, sharp, and often sarcastic strategies of political implicature to criticize and delegitimize government policies in virtual multimodal public spaces. Furthermore, this study does not merely classify speech acts but also explores the political impact generated through implicit criticism in digital discourse, an area that remains relatively under-explored in pragmatic studies.

2.2. Theoretical Basis

2.2.1 Pragmatic Studies and Speech Context

Pragmatics is a branch of linguistics that examines the external meaning of language units, considering their underlying context (Ananda et al., 2025; Sukmawaty et al., 2022; Andini et al., 2021). According to Yule (2006), pragmatics focuses on analyzing meaning conveyed by speakers and interpreted by listeners, where such meaning extends beyond grammatical sentence structure. For @salsaer's content, a pragmatic approach is crucial to analyze how an utterance functions not only as text but also as a communicative action influenced by ongoing sociopolitical situations. Chaer (2010) emphasizes that speech events involve situational elements, such as speaker identity, speech purpose, and event background, that determine the success of conveying the speaker's intention to digital audiences.

2.2.2 Speech Act and illocutionary Classification (John R. Searle)

Speech act theory holds that uttering something is part of performing a specific action (doing things with words). Based on the classification developed by Searle (1969), the illocutionary aspect of speech acts is considered the most crucial because it

encompasses a specific communicative intention or function underlying the utterance. In this study, Searle's theory is used to map the functions of the utterance @salsaer into the assertive category, which serves to state facts or complaints; the directive category, which aims to issue commands or advice to policymakers; and the commissive category, which involves commitments or promises. The integration of this theory enables the researcher to reveal how speech acts are used as a tool to influence public opinion and demand accountability from authorities.

2.2.3 Concept of Political Implicature in Critical Discourse

In addition to speech acts, this study explores the concept of political implicature, referring to implied or hidden meanings in utterances related to power issues (Sosrohadi et al., 2024; Pertiwi et al., 2024; Panggabean et al., 2025). According to Grice et al., (1975) political implicature is used as a strategy to convey critical messages indirectly through various rhetorical devices to create strong rhetorical effects. In @salsaer's content, such implicatures manifest as irony, satire, sarcasm, euphemism, hyperbole, and metaphor. These linguistic strategies aim to criticize systemic failures, official misconduct, or specific political situations without stating them literally, allowing symbolic resistance messages to be conveyed more sharply and provocatively to Instagram audiences.

2.2.4 Characteristics of Political Criticism on Instagram Social Media

Instagram has unique characteristics that influence how speech acts and implicatures are produced through multimodal content (text, audio, and visual). According to Nurgiyantoro (2018), dialogue or narrative in digital content serves strategic functions to bring characterization to life and convey the creator's ideology. In @salsaer's account, every word choice and language style represents psychological struggles and social discontent over injustice. Integrating pragmatic elements with new media features transforms language from a mere communication tool into a powerful narrative instrument to expose political realities and mobilize public critical awareness in the digital age.

3. Method

This study used a qualitative descriptive approach to analyzed language use in digital spaces. According to Sugiyono (2016), qualitative methods are highly suitable for researching phenomena in natural settings, where researchers serve as key instruments in collecting and interpreting data. In this study, the descriptive method is applied to systematically, factually, and accurately describe the functions of illocutionary speech acts and forms of political implicature in video posts on the @salsaer Instagram account. This approach enables the researcher to generate descriptive data in the form of linguistic units that are analyzed in depth through a pragmatic lens, in order to uncover the hidden intentions behind the political criticism expressed by the research subjects.

The data in this study consists of all utterances, whether monologues or dialogues within video content, that contain elements of speech acts and political implicatures. The primary data source is the Instagram account @salsaer, which was accessed during the research period from 2025 to 2026. Data sampling was conducted using purposive sampling, a technique for selecting data sources based on specific criteria relevant to the research objectives. The selection criteria focused on video posts that specifically contained criticism of public policy, state institutions (such as the House of Representatives and the Police), and contemporary socio-political issues possessing strong illocutionary force.

The data collection technique applied in this study is the observation method, supplemented by note-taking. The data collection process was carried out through several systematic stages, beginning with repeated and in-depth observation of every video on the @salsaer account to understand the situational context and social background of each utterance. Subsequently, the researcher identified and marked speech acts containing categories of speech acts according to Searle's theory and types of political implicature. The identified data were then recorded and classified into data cards based on speech act function parameters (assertive, directive, commissive) and the stylistic form of the implicature. (irony, satire, sarcasm, euphemism, hyperbole, and metaphor).

The data analysis procedure was carried out in accordance with the stages outlined by Miles and Huberman, which include data reduction, data presentation, and drawing conclusions. In the data reduction stage, the researcher selects and simplifies the data to eliminate information irrelevant to the research problem. Once the data has been collected in a focused manner, the researcher presents it in the form of frequency tables and descriptive analyses to facilitate pragmatic meaning analysis. The final stage is drawing conclusions or verification to address the trends in language use as an instrument of political criticism. To ensure the validity and objectivity of the research findings, the researcher conducts a triangulation check between the findings and the theoretical framework used to ensure the validity of the resulting sociopragmatic interpretations.

4. Results and Discussion

4.1. Result

Analysis of data from the @salsaer Instagram account identified a total of 163 pragmatic units, categorized into illocutionary speech act functions and political implicature forms. The findings are classified as follows:

4.1.1. Illocutionary Speech Act Functions

Speech act functions are grouped into three main categories based on Searle's theory. Frequency distribution shows a dominance of assertive functions in conveying political criticism:

Table 1. Distribution of Illocutionary Speech Act Functions

No.	Illocutionary Functions	Number of Data	Percentage
1	Assertive	92	56.4%
2	Directive	60	36.8%
3	Commissive	11	6.8%
Total		163	100%

Source: Processed by Authors, 2026

Based on Table 1.1, the most dominant illocutionary function is the assertive function, with 92 instances, or 56.4%. This indicates that the speech in @salsaer’s video content is primarily used to express opinions and make statements regarding current political realities. In addition, the directive function also appears in a significant number of instances—60 data points, or 36.8%—indicating the speaker’s effort to encourage the audience or specific parties to address the political issues being discussed. Meanwhile, the commissive function was found in only 11 instances, or 6.8%, relating to utterances that express the speaker’s promises or commitments regarding future actions.

Examples of utterances that represent the assertive function can be seen in the following data:

Data 1

Orang-orang DPR ini benar-bener gila hormatnya udah ngga ada obat, korupsinya, nepotismenya udah benar-bener terang benderang seperti matahari. (V4/4.5/2.23-2.30)

Setiap kita belanja apapun kita dipajakin untuk membayar orang-orang ini duduk di parlemen dan secara terang benderang berkata bahwa mandat mereka bukan dari masyarakat, tapi dari partai mereka masing-masing. (V4/4.3/1.46-1.58)

“These members of the House of Representatives are truly out of control—their arrogance knows no bounds, and their corruption and nepotism are as clear as day. (V4/4.5/2.23-2.30)

Every time we buy anything, we’re taxed to pay for these people sitting in parliament, who openly state that their mandate doesn’t come from the people, but from their respective parties. (V4/4.3/1.46-1.58)”

This statement falls under the assertive function because the speaker expresses an opinion and assessment of the performance of the House of Representatives and political practices that are perceived as not serving the public interest. Through this

statement, the speaker criticizes the behavior of the political elite, who are seen as prioritizing party interests over the interests of the people.

Examples of utterances that represent the directive function can be seen in the following data:

Data 2

Berhenti adu domba-adu domba ini, lakukan kerjaan yang memang seharusnya kalian sudah lakukan. Jangan lakukan aksi-aksi yang justru malah memancing amarah, memecah belah antara aparat dan juga warga. (V7/7.8/1.59-2.09)

Kalaupun kita tidak bisa mengganti itu sekarang, di masa mendatang kita harus jadi generasi yang jujur, kita harus jadi generasi yang bener-bener membangun bangsa, karena korupsi ini Indonesia lama-lama akan jadi negara gagal dan kita semua ngga mau ngeliat itu. (V8/8.8/1.30-1.42)

Jangan kalian tembakin masyarakat dengan gas air mata, dengan water cannon. Jangan kalian pakai alat-alat yang dibeli dari hasil pajak rakyat untuk membunuh, menyakiti, menangkap rakyat-rakyat itu sendiri. Hentikan tindakan ketidaksewenangan ini. (V1/1.5/0.47-1.00)

Keluarga-keluarga polisi, keluarga-keluarga Brimob, tolong ingetin mereka, jangan bertindak semena-mena. (V1/1.6/1.01-1.05)

Kalian masih punya waktu ya. Masih ada beberapa hari, jadi masih ditunggu. Apakah kalian berani memecat? Anggota-anggota kalian yang arogan. (V5/5.10/1.20-1.24)

“Stop this constant bickering; do the work you’re actually supposed to be doing. Don’t take actions that only provoke anger and drive a wedge between the authorities and the people. (V7/7.8/1.59-2.09)

Even if we can’t change that now, in the future we must become an honest generation; we must become a generation that truly builds the nation, because with this corruption, Indonesia will eventually become a failed state—and none of us wants to see that. (V8/8.8/1.30-1.42)

Don’t fire tear gas or water cannons at the people. Don’t use equipment purchased with the people’s tax money to kill, injure, or arrest the people themselves. Stop these arbitrary actions. (V1/1.5/0.47-1.00)

Families of police officers, families of Brimob members, please remind them not to act arbitrarily. (V1/1.6/1.01-1.05)

You still have time. There are still a few days left, so we're still waiting. Do you dare to fire them? Your arrogant members. (V5/5.10/1.20-1.24)"

These utterances fall under the directive function because the speaker seeks to influence, direct, and encourage specific parties to take certain actions. The directive forms found in the data include commands, advice, prohibitions, requests, and questions directed at government officials, political institutions, and the public.

Examples of utterances that represent the commissive function can be seen in the following data:

Data 3

Di mana DPR akan pergi? Akan kita bubarkan. (V1/1.9/2.24-2.27)

Sampai saat ini, partai-partai yang cuma bisa nangis-nangis, yang cuma bisa minta maaf, inget kalian. Kita generasi mendatang, kita tandain mereka satu-satu dan akan kita melengserkan mereka dari pemerintahan selanjutnya. Karena mereka hanya bisa berdrama tapi tidak bisa beraksi. (V5/5.11/1.01-1.20)

"Where is DPR going? We'll break it up. (V1/1.9/2.24-2.27)

Up until now, the parties that can only cry and beg for forgiveness—remember them. We, the next generation, will mark them one by one and remove them from the next government. Because they can only put on a show but can't take action. (V5/5.11/1.01-1.20)"

This utterance falls under the commissive function because the speaker expresses a commitment or determination to perform a specific action in the future. In this instance, the speaker conveys a promise and commitment on behalf of future generations to reject and replace political actors who are deemed not to be fulfilling their duties properly.

4.1.2. Political Implicature

In addition to speech functions, six forms of political implicature were identified as strategies for conveying implied messages:

Tabel 2. Distribution of Political Implicature Forms

No	Implicature Form	Number of Data	Percentage
1	Sarcasm	45	27.6%
2	Satire	38	23.3%

3	Irony	30	18.4%
4	Metaphor	22	13.5%
5	Hyperbole	18	11%
6	Euphemism	10	6.2%
Total		163	100%

Source: Processed by Authors, 2026

Based on Table 1.2, the most dominant form of political implicature is sarcasm, with 45 instances, or 27.6%. This indicates that political criticism in @salsaer's content is often conveyed through sharp and expressive sarcasm. Additionally, satire and irony are also frequently used as strategies to indirectly criticize the policies and behavior of political actors. The use of metaphors, hyperbole, and euphemisms indicates that the speaker employs various stylistic devices to reinforce the critical message while capturing the audience's attention in the digital public sphere.

Examples of speech that convey sarcasm can be seen in the following data:

Data 4

Duit seberapa pun ngga akan ada habisnya buat kalian, karena kalian itu udah kaya, kaya luar biasa, tapi ngga pernah merasa puas. Selalu ngerasa maruk dan mati hatinya karena masih mau mengeruk masyarakatmasyarakat yang miskin. (V6/6.10/3.26-2.39)

Mereka ini cuma wakil-wakil representasi dari partai politiknya, tapi bukan representasi dari suara kita. (V2/2.2/0.37-0.44)

Pak, kalau mau banding-bandingin sama yang lebih bagus, bukan sama yang lebih jelek, ini aja udah jelas banget mentalitasnya. Dia join ke situ untuk memperkaya dirinya. (V3/3.4/1.26-1.42)

Sampai saat ini, partai-partai yang cuma bisa nangis-nangis, yang cuma bisa minta maaf, inget kalian. Kita generasi mendatang, kita tandain mereka satu-satu dan akan kita melengserkan mereka dari pemerintahan selanjutnya. Karena mereka hanya bisa berdrاما tapi tidak bisa beraksi. (V5/5.11/1.01-1.20)

"No matter how much money you have, it will never be enough for you, because you are already rich—incredibly rich—yet you are never satisfied. You are always greedy and heartless, still wanting to exploit the poor. (V6/6.10/3.26-2.39)

These people are merely representatives of their political parties, but they do not represent our voices. (V2/2.2/0.37-0.44)

Sir, if you want to compare with something better, not with something worse, this alone makes their mentality crystal clear. He joined that party to enrich himself. (V3/3.4/1.26-1.42)

Up until now, the parties that can only cry and beg for forgiveness—remember this. We, the next generation, will mark them one by one and remove them from the next government. Because they can only put on a show but can't take action. (V5/5.11/1.01-1.20)"

These statements employ a sarcastic tone, as the speaker delivers sharp and harsh criticism of the political elite's behavior. Through mocking and sarcastic expressions, the speaker highlights greed, the failure of political representation, and the attitude of officials who are perceived as merely displaying emotional reactions without taking concrete action to improve political and social conditions.

Examples of speech that convey satire can be seen in the following data:

Data 5

Minta maaf tidak cukup. Kalau minta maaf cukup, bisa nggak kita nggak usah bayar pajak terus minta maaf sama pemerintah? (V5/5.6/1.28-1.34)

Karena mereka yang bikin hukum-hukum itu sendiri, temen-temen. Jadi dengan seenak-enaknya mereka bisa melegalkan segala sesuatu sesuai dengan hukum yang ada, yang berpihak kepada mereka, dan ini sudah menjauhi dari prinsip, ya. (V6/6.4/0.58-1.13)

Tapi kok bisa rakyatnya miskin? Ya karena kekayaannya dirampok dan tidak ada pemerataan atau persebaran kekayaan yang benar-benar menyentuh dan mensejahterakan masyarakat. (V10/10.3/0.38-0.47)

"Saying sorry isn't enough. If saying sorry were enough, couldn't we just stop paying taxes and apologize to the government? (V5/5.6/1.28-1.34)

Because they're the ones who make those laws themselves, friends. So they can just go ahead and legalize anything they want under the existing laws—laws that favor them—and this has strayed far from the principles, you know. (V6/6.4/0.58-1.13)

But how come the people are poor? Well, because their wealth is being plundered, and there's no equitable distribution of wealth that truly benefits and improves the people's well-being. (V10/10.3/0.38-0.47)"

These utterances employ a satirical style, as the speaker sharply critiques political and social conditions through indirect sarcasm. Through these utterances, the speaker highlights injustices in the political and economic systems, such as lawmaking practices that favor the elite, inequalities in the distribution of wealth, and the irresponsible attitudes of officials toward policies that harm the public.

Examples of speech that convey irony can be seen in the following data:

Data 6

Di mana bupati nya? Lagi dicek KPK. (V1/1.2/2.21-2.23)

Dengan logika yang sama aku tanya, departemen apa yang paling korupsi, yang korupsinya terbesar di Indonesia? Pajak. Bagian dari mana mereka? (V6/6.7/3.02-3.09)

Orang yang korupsi sudah sebesar itu, di kasus sekarang, mereka bisa enak-enakan aja tuh masuk penjara 6 tahun, 7 tahun, 8 tahun, atau bahkan mungkin 15 tahun, tapi keluarganya masih hidup kaya raya. Dan mereka bahkan bisa saat udah keluar penjara, mereka pun masih kaya raya. (V10/10.4/1.01-1.15)

“Where is the regent? He’s currently under investigation by the KPK. (V1/1.2/2.21-2.23)

Using the same logic, I ask: which government department is the most corrupt, the one with the highest level of corruption in Indonesia? Taxation. Which division are they in? (V6/6.7/3.02-3.09)

People who have committed such massive corruption—in the current case—can just sit back and serve 6, 7, 8, or even perhaps 15 years in prison, but their families still live in luxury. And even after they’re released from prison, they’re still living in luxury. (V10/10.4/1.01-1.15)”

These statements employ a tone of irony, as the speaker critiques the political climate through remarks that highlight the contrast between hope and reality. Through these statements, the speaker draws attention to corruption among officials, the paradox within institutions that are supposed to uphold the nation’s integrity, and the flaws in the legal system that allow corrupt individuals to continue enjoying their wealth even after serving their sentences.

Examples of speech that convey metaphor can be seen in the following data:

Data 7

Kita selamatkan generasi ini dari kehancuran, dari pemimpin-pemimpin kita sendiri. (V1/1.7/1.36-1.39)

Jadi jangan memimpin negara ini dengan budaya pikir yang memikirkan bahwa kamu itu adalah kerajaan, yang bisa melakukan apa yang kamu mau. (V6/6.11/0.40-0.47)

Jadi apa yang memang milik rakyat itu harus kembali kepada rakyat. Apa yang sudah dirampok dari rakyat harus kembali lagi ke rakyat. (V10/10.14/2.37-2.42)

“Let us save this generation from ruin, from our own leaders. (V1/1.7/1.36-1.39)

So do not lead this country with a mindset that views you as a kingdom, capable of doing whatever you please. (V6/6.11/0.40-0.47)

So what truly belongs to the people must be returned to the people. What has been stolen from the people must be returned to the people. (V10/10.14/2.37-2.42)”

These statements employ metaphorical language because the speaker uses similes or symbols to describe the political situation indirectly. Through these metaphors, the speaker symbolizes leaders who abuse power as the cause of a generation’s ruin, depicts authoritarian ways of thinking akin to a monarchy, and uses the term “robbed” to symbolize corrupt practices and the abuse of power that harm the public.

Examples of speech that convey hyperbole can be seen in the following data:

Data 8

Ekonomi kita tidak sedang baik-baik aja; PHK terjadi di mana-mana, masyarakat kesulitan mencari kerja. Udah begitu, masih lagi mau ditambahin PPN yang membabi buta, dan PBB yang naik secara besar-besaran. (V1/1.12/1.16-1.26)

Orang-orang DPR ini benar-bener gila hormatnya udah ngga ada obat, korupsinya, nepotismenya udah benar-bener terang benderang seperti matahari. (V4/4.5/2.23-2.30)

Generasi penerus bangsa, kita semua udah muak, udah geli, udah jijik sama pemerintah yang mau mempertahankan korupsi, mau memperkaya diri sendiri, dan menjadi perwakilan partai, bukan lagi menjadi perwakilan masyarakatnya. (V1/1.10/0.00–0.11)

“Our economy isn’t doing well; layoffs are happening everywhere, and people are struggling to find work. On top of that, they want to impose a reckless VAT hike and a massive increase in property taxes. (V1/1.12/1.16-1.26)

These members of the House of Representatives are truly insane—their arrogance knows no bounds, and their corruption and nepotism are as clear as day. (V4/4.5/2.23-2.30)

As the next generation of this nation, we're all sick of it, disgusted, and repulsed by a government that wants to perpetuate corruption, enrich itself, and act as representatives of their parties—not as representatives of the people. (V1/1.10/0.00–0.11)”

These statements employ hyperbole, as the speaker conveys criticism using exaggerated expressions to emphasize the conditions being criticized. Through these statements, the speaker describes an economic situation perceived as steadily deteriorating, the behavior of the political elite deemed highly arrogant and corrupt, and the public's emotional disappointment with political practices that do not serve the people's interests.

Examples of speech that convey euphemism can be seen in the following data:

Data 9

RUU perampasan aset adalah salah satu yang benar-benar kita inginkan untuk segera bisa diwujudkan sama karyawan-karyawan kita. (V10/10.1/0.00–0.06)

Seperti banyak karyawan-karyawan kita tuh yang suka lari ke luar negeri. Itu asetnya bisa ditahan dulu sama negara. Sampai nanti bisa dibuktikan dia benar atau salah. (V10/10.8/1.57–2.04)

“The asset forfeiture bill is one that we really want to see implemented as soon as possible for our employees. (V10/10.1/0.00–0.06)

Since many of our employees tend to flee abroad, the state can temporarily seize their assets until it can be proven whether they are right or wrong. (V10/10.8/1.57–2.04)”

These statements employ euphemistic language, as the speaker uses more subtle expressions to refer to the parties in question. In these statements, the term “our employees” is used as a euphemism to refer to government officials or administrators, allowing criticism of the government to be conveyed without using overly direct language.

4.2. Result

4.2.1. Dominance of Assertive Functions in Constructing Political Reality

The results show that assertive functions are the most dominant category used in @salsaer's content. In this context, assertive functions include stating, reporting, and complaining about sociopolitical conditions in Indonesia. Speakers use this function to present on-the-ground facts about policy failures or perceived misconduct by authorities.

The dominance of assertive functions indicates that @salsaer positions itself as a provider of "alternative truth," seeking to challenge official government narratives by presenting realities experienced by lower-class communities.

4.2.2. Directive Functions as Instruments of Pressure and Opinion Mobilization

Directive functions occupy a significant second position, manifested as demands, prohibitions, and advice. Directive utterances in @salsaer's account are often directed at state institutions such as the House of Representatives and National Police. Using this function demonstrates civic courage in demanding accountability from authorities. For example, utterances prohibiting repressive actions by authorities function not only as criticism but also as efforts to mobilize public opinion, encouraging audiences to monitor the exercise of power. This confirms that social media language has evolved into an active tool for social control.

4.2.3. Sarcasm and Satire as Strategies for Delegitimizing Authority

In terms of political implicature, sarcasm and satire are the sharpest linguistic strategies for delegitimizing political actors. Through sarcasm, @salsaer delivers harsh criticism to express deep anger or dissatisfaction, while satire is used to mock the absurdity of government policies. Metaphors and hyperbole also reinforce implied messages—for instance, framing Indonesia's political situation as a "monarchical culture" or exaggerating officials' arrogance. These strategies effectively capture the attention of Instagram audiences, who tend to prefer provocative and emotional content, enabling critical messages to spread virally.

Collectively, the use of speech acts and political implicatures in @salsaer's content reveals a structured pattern of symbolic resistance. Language is no longer used merely for communication but as a political instrument to expose injustice. The high frequency of assertive functions and sarcastic implicatures demonstrates that digital activism leverages pragmatic gaps to create counter-narratives. These results suggest that sociopragmatic understanding is essential for digital citizens to analyze meanings behind fluid political messages on social media, while also enriching linguistic studies on language's role in maintaining democracy in virtual spaces.

5. Conclusion

This study successfully provides a comprehensive description of language use dynamics in digital content from the @salsaer Instagram account through a pragmatic approach. Analysis of illocutionary speech act functions reveals that assertive functions are the most dominant, accounting for 56.4%, followed by directive (36.8%) and commissive (6.8%) functions. The dominance of assertive functions indicates that speakers prioritize conveying facts, position statements, and complaints about sociopolitical realities to build critical narratives based on on-the-ground data and public discontent.

Regarding implicit communication strategies, the results show significant use of six forms of political implicature, with sarcasm (27.6%) and satire (23.3%) as the most prominent instruments. The high frequency of sharp criticism and language styles mocking government policies pragmatically reflects efforts to delegitimize political actors and state institutions. Metaphors, hyperbole, irony, and euphemisms in the content serve as rhetorical strategies to simplify complex political issues into provocative messages easily understood by young social media audiences.

Overall, the varied use of speech acts and political implicatures in @salsaer's content functions as a powerful instrument of symbolic resistance to foster public critical awareness in digital spaces. This study contributes to enriching applied linguistic research, particularly regarding how language is used as a tool for social control over authority in the new media era. As a recommendation, future research should explore audience responses through comment section analysis or compare speech strategies across different digital activists to gain a broader sociopragmatic perspective on the development of digital democracy in Indonesia.

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