

IMPERATIVE PRAGMATIC LANGUAGE STUDY IN DAKWAH CONTENT VIDEO ON YOUTUBE

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Abstrak

This paper aims to describe the forms of imperative pragmatic language used by preachers in propaganda content videos. Especially YouTube, this social media is loved by all circles. YouTube social media offers a variety of content, one of which is updated, the video which contains propaganda content. This research method uses descriptive qualitative, data collection is done by listening and recording methods. Data obtained through the method of refer and note then analyzed by classifying and grouping. In the grouping steps are used, namely 1) Data Collection, 2) Data Reduction, 3) Data Display, 4) Data Verification. The results of this study found that there are several forms of imperative pragmatic language contained in the video content of propaganda on YouTube. The imperative pragmatic forms found in the video content of preaching on YouTube, namely, a) pragmatic imperative invitation b) pragmatic imperative petition; c) pragmatic imperative demand; d) imperative pragmatic appeal, e) imperative pragmatic expectation, f) imperative pragmatic recommendation, and g) imperative pragmatic prohibition.

Keywords: *imperative pragmatics, video, propaganda content.*

Abstrak

Tulisan ini bertujuan untuk mendeskripsikan bentuk-bentuk bahasa pragmatis imperatif yang digunakan oleh da'i dalam konten video propaganda, khususnya YouTube. Media sosial Youtube merupakan media sosial yang disenangi oleh semua kalangan. Media sosial YouTube menawarkan konten yang beragam, salah satunya update video yang berisi konten propaganda. Metode penelitian ini menggunakan deskriptif kualitatif, pengumpulan data dilakukan dengan metode menyimak dan mencatat. Data diperoleh melalui metode rujukan dan catatan kemudian dianalisis dengan pengklasifikasian dan pengelompokan. Pada langkah pengelompokan, digunakan: 1) Pengumpulan Data, 2) Reduksi Data, 3) Tampilan Data, dan 4) Verifikasi Data. Hasil penelitian ini menemukan bahwa terdapat beberapa bentuk bahasa pragmatis imperatif yang terdapat dalam konten video propaganda di YouTube. Bentuk-bentuk pragmatis imperatif yang terdapat dalam konten video dakwah di YouTube, yaitu, a) undangan imperatif pragmatis b) permohonan imperatif pragmatis; c) permintaan imperatif pragmatis; d) seruan pragmatis imperatif, e) harapan pragmatis imperatif, f) anjuran pragmatis imperatif, dan g) larangan pragmatis imperatif.

Kata kunci : *imperative pragmatics, video, propaganda content.*

1. Background of the Research

The development of technology currently has a significant influence on human life. Nowadays, access to information is easier for everyone. The information needed seems to be in the grip. This is supported by the ownership of social media accounts which every second are able to bring new information. Social media like YouTube, Instagram, Facebook offer various facilities in disseminating information. The easy distribution of information through social media makes both positive and negative contributions to human life.

Especially YouTube, this social media is loved by all circles. YouTube social media offers a variety of content, one of which is updated, the video which contains propaganda content. This propaganda content video becomes a favorite content by all circles. Islamic studies with clerics and clerics who have appeal to most people such as cleric Abdul Somad, Hanan Ataqqi, Adi Hidayat, Khalid Basalamah, Aam Amiruddin, Mamah Dedeh and so on. Such as Ustadz Abdul Somad, who is characterized by a million viewers, Ustadz Adi Hidayat who also preaches on social media, and Ustadz Hanan Attaki preach with young people, even making a "youth move" movement. The three Ustadz conveyed Islamic studies or propaganda through social media that can survive in modern times.

When viewed from the da'wah content that is often found on YouTube, the clerics or clerics only use simple languages that can be consumed for all people. Reviewing Da'wah content videos is not only studied in terms of the textual or material delivered, but studying Da'wah content videos must also be studied contextually. This contextual study of language is known as pragmatics in linguistics. Verhaar states that pragmatics is a branch of linguistics that discusses what is included in the structure of language as a means of communication between speakers and listeners and as a reference to language signs in "extralingual" matters being discussed (Verhaar, 2012: 14).

The imperative speech is a speech that contains an order or request for someone else to do something. The study of imperative utterances does not only focus on structural aspects, but imperative utterances delivered require reaction or response. The expected reaction can be verbal and nonverbal responses. In addition, the response can also be a combination of verbal responses and nonverbal responses and all of them are actions (Rahardi, 2005: 79)

In linguistic theory, there are at least seventeen kinds of imperative pragmatic meanings, namely: a) Speeches containing imperative pragmatic meanings of commands; b) imperative orders; c) imperative demand; d) the application imperative; e) imperative insistence; f) persuasion imperatives; g) appeal imperatives; h) imperative courtesy; i) imperative solicitation; j) permission request; k) the imperative allows; l) imperative prohibitions; m) expectative imperatives; n) curse imperatives; o) the imperative of congratulatory giving; p) recommended imperatives, and q) "overdone" imperatives.

The large number of propaganda videos that air on YouTube attracts the attention of researchers to discuss the problem of the study of imperative pragmatic language on the video content of preaching that is loved by most people today.

2. Method

2.1. Types of research

This research is classified as a qualitative descriptive study. Jufri (2007: 12) states that the characteristics of qualitative research are: (1) having a natural setting as direct data, (2) being descriptive, (3) emphasizing process rather than results, (4) tending to analyze data inductively, and

(5) meaning is essential (Ramli, 2018)

Qualitative descriptive research, which explains the data in accordance with the actual state of the data. According to Moleong (2009), a qualitative method as a research procedure that produces descriptive data in the form of written or oral words from the people observed (Moleong, 2009).

2.2. Data and Data Sources

The data of this research are Da'wah transcriptions. Adi Hidayat and Ust. Hanan Attaki. The data source of this research is from the YouTube channel which contains Da'wah content. In this case the researchers only took two preachers who are loved by all circles namely Ust. Adi Hidayat and Ust. Hanan Attaki.

2.3. Data Analysis Technique

Data analysis is the process of systematically searching and compiling data obtained from documents by organizing data into categories, describing into units, synthesizing, composing into patterns, choosing which ones are important and what will be studied, and making conclusions so that easily understood by yourself and others.

The method that researchers use in data analysis techniques in this study is the interactive model of Miles and Huberman namely data analysis is carried out when data collection takes place, and after data collection in a certain period (Sugiyono, 2009: 246) This is explained as follows:

- a) Data Collection. Data in the form of texts containing imperative pragmatics which will be used as research data.
- b) Reduction of data is to summarize and select the main things and focus on the things that are important and look for themes that are considered important and relevant to the subject of research that contains imperative pragmatic meaning.
- c) Display or presentation of data that is the presentation of data in the form of brief descriptions, charts, and the like which is a continuation after the data is reduced and through the presentation of the data, the data about imperative pragmatics is organized, arranged in a pattern of relationships, so that it is more easily understood.
- d) Verification or conclusion. Verification is the conclusion that after the data is patterned, focused and compiled systematically in the form of narrative, then through the induction method, the data is concluded. So the meaning of the data can be found in the form of interpretations and arguments. The conclusions were also verified during the study.

Table 3.1 Analysis of Data Transcription

Code	Statements	Category	Descriptions
001a	“Kalau kita berakad dengan makhluk susah recovery nya, bergantung orang itu.”	Pragmatic imperative appeal	This statement is as an appeal, that "if we commit to beings ..." This statement was conveyed by Hannan Attaki to worshipers who were present at the science assembly.
002a	Kalau kita berakad dengan Allah, cepat recovery nya karena Allah <i>Raahiimun, Rahman.</i>	Pragmatic imperative appeal	This statement is as an appeal, that "if we are in agreement with God ..." This statement was conveyed by Hannan Attaki to the congregation who attended the science assembly.

003a	Makin sakit, makin berat, makin besar dosa yang kita maafin dari orang lain, makin besar dosa kita dimaafin sama Allah. Minimal 10 kali lipat. Itu akadnya sehingga ada motivasi untuk memafkan orang lain.	Pragmatic imperative solicitation	Imperative with the meaning of solicitation, usually marked by the use of politeness, let's go or let's go. But for this statement, the two markers are absent. But there is an implied meaning contained in the statement. This is seen in "... That's the contract so that there is motivation to forgive others".
004a	Kalau kita mau itung-itungan dengan dosa kita, dosa kita banyaklah. Dosa salat aja kita udah ninggalin salat	Pragmatic imperative appeal	Imperatives which contain appeals, usually used with particles. In addition, this type of Which contain appeals, usually used with particles. In addition, this type of imperative is often used together with expressions of hope and begging. But in that statement there is no sign of politeness but the statement contains the meaning of appeal. This is seen in "If we want to be foolish with our sins, our sins are many. Just praying we have left prayers since we reached the age of 12 ... "
005a	Jadi, dari bab salat aja kita masih banyak dosa nih, gimana dengan amalan-amalan yang lain?	Pragmatic imperative appeal	The imperative of the appeal appears in the use of the word made in the statement.
006a	Maafinlah kesalahan orang lain supaya Allah maafin kesalahan kita.	Pragmatic imperative petition	Imperatives that contain the meaning of a request are usually marked by a particle -lah expression. This is seen in "Forgive the mistakes of others so that God forgives our mistakes."
007a	Tenang aja nggak usah marah-marah, kita selesaikan baik-baik (Kejadian di Bandung ketika mobil saya ditabrak)	Pragmatic imperative demand	The statement belongs to the category of non- imperative construction. The implied request appears in the use of the statement "Don't worry, don't be angry ..."
008a	Ya Allah, saya kena musibah nih, beri dong ganti yang lebih baik.	Pragmatic imperative petition	Structurally, the imperative which contains the meaning of the request is usually marked by a politeness marker, particle -lah. In that statement, particles are not present, but the word in the statement can mean the presence of particles.
009a	Belajar berakad sama Allah teman-teman. Itu rahasia kalau kita	Pragmatic imperative solicitation	Implicitly, the imperative pragmatics appear in the statement.

	pengen karena Allah nggak pernah ingkar janji.		
010a	Nggak mungkin kita mintanya sama Allah, tapi nggak dibalas, nggak mungkin.	Pragmatic imperative expectations	The imperative which states the meaning of hope, appears in the statement.
011a	Paling nyaman itu berkadad sama Allah. Cuma kita harus ngerti cara Allah bermuamalah dengan kita. Tidak selalu materi karena bagi Allah materi itu nggak berharga banget.	Pragmatic imperative solicitation	The pragmatic imperative of the invitation appears in the use of the word, this shows a speaker invites the interlocutor to do something.
012a	Nggak ada yang datang kepada Allah, pulang dalam keadaan kecewa, nggak ada	Pragmatic imperative expectations	The pragmatic imperative of hope appears in the repetition of missing phrases.
013a	Kalau kita berprasangka baik maka Allah akan berikan sesuai persangkaan kita	Pragmatic imperative expectations	Meaningful imperative appears in the statement. Marked by the statement "if we ..."
014a	Begitu kita khusnudzan sama Allah, baru berbaik sangka aja, kadang baru membatin, Allah sudah kabulkan.	Pragmatic imperative expectations	The pragmatic imperative of hope is implied in the statement. "As soon as we khusnudzan with Allah..."

Based on table 3.1, there are five types of imperative pragmatics contained in the video content of propaganda by Ust. Hanan Attaki, Lc. This video was uploaded by the Islamic Motivation Net Channel (channel) on March 2020 which lasted 18:25 with the title of the post Don't Be Afraid of Losing Him.

The imperative pragmatics a) imperative pragmatics invitation b) imperative pragmatics request; c) pragmatic imperative demand; d) imperative pragmatic appeal, and e) pragmatic imperative expectation. Statements which include imperative pragmatic solicitation appear in statements code 003a, 009a, and 011a. Statements containing the pragmatic imperative of the petition appear in 006a and 008a. Statements that contain the imperative pragmatic meaning of the request appear in statement code 007a. Statements that include the type of appeal imperative appear on statements in codes 001a, 002a, 004a, and 005a. There are four statements containing pragmatic imperative meaning of expectation, which are seen in the code statements 010a, 012a, 013a, and 014a.

Based on the results of analysis for propaganda content videos found that imperative pragmatics is widely used by Ust. Hanan Attaki, Lc. is the imperative pragmatic appeal and the imperative pragmatic expectation.

Analysis of propaganda-driven video by Ust. Adi Hidayat This video was uploaded by the Afterlife Fighters youtube channel on March 15, 2020 which is 27:09.

Tabel 3.2 Analysis of Data Transcription

Code	Statements	Category	Descriptions
001b	Peluang menjadi baik untuk semua. Datang, rangkul, doakan jadi baik.	Pragmatic imperative recommended	Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.
002b	Kalau ada yang kurang khusyuk dalam salat, tutupi dengan istigfar.	Pragmatic imperative recommended	Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.
003b	Jika dipandang saja tidak boleh apalagi dilakukan. Jadi jangan dilihat. (perihal melihat hal baik dan buruk)	Pragmatic imperative prohibition	Imperative with the meaning of the prohibition, usually marked by the use of the word do not.
004b	Kalau kita bisa mengerjakan yang mulia mengapa harus mencari sesuatu yang tidak baik. Maka yang standar, kita harus perbaiki dengan cara istigfar.	Pragmatic imperative recommended	Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.
005b	Jika ingin dekat dengan Allah, kuncinya ya sabar.	Pragmatic imperative recommended	Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement. This is indicated by the use of the word if.
006b	Kalau Anda ingin mendapatkan surga, pasti dapat ujian karena surga itu kunci untuk mendapatkan nikmat Allah.	Pragmatic imperative expectations	Imperatives that state the meaning of hope, are usually indicated by markers of words hope and hope. In the statement, do not use one of the two markers, but the imperative meaning of hope remains attached to the statement.

007b	Berbahagialah ketika mempunyai masalah. Artinya itu mendekati Anda untuk dekat dengan Allah.	Pragmatic imperative expectations	Imperatives that state the meaning of hope, are usually indicated by markers of words hope and hope. In the statement, do not use one of the two markers, but the imperative meaning of hope remains attached to the statement.
008b	Kalau tidak ingin mendapatkan masalah yang rumit baik di rumah, di kantor, di mana pun, katakan bisa, mampu. Mustahil Allah memberi ujian kalau kita tidak mampu.	Pragmatic imperative recommended	Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.

Based on table 3.2, there are three types of imperative pragmatics found in the video content of propaganda by Ust. Adi Hidayat on the Afterlife Fighters youtube channel on March 15, 2020 which has a duration of 27:09. The imperative pragmatics a) the imperative pragmatics recommended; b) pragmatic imperative expectations, and c) pragmatic imperative prohibitions. Statements including imperative pragmatic recommendations appear in statements 001b, 002b, and 004b, and 005b. Statements that include pragmatic imperative expectations appear in statements code 006b and 007b. Statements that include pragmatic imperative prohibitions appear in statement code 003b.

Based on the results of the analysis for the video content of Da'wah found that the imperative pragmatics that are widely used by Ust. Adi Hidayat is the imperative pragmatic suggestion.

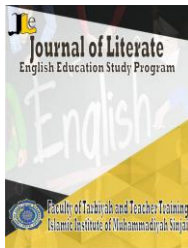
In general, from the two propaganda content videos analyzed by researchers found that imperative pragmatics are widely used in conveying propaganda content namely: a) imperative pragmatic recommendations; b) imperative pragmatic appeal, and c) pragmatic imperative expectation.

4. Conclusion

Pragmatic language studies are always interesting to study. This is because the study can describe and give a picture to the language user about the pragmatic forms of language that are conveyed, especially in the videos of propaganda content on YouTube social media. The imperative pragmatic forms found in the video content of preaching on YouTube, namely, a) pragmatic imperative invitation b) pragmatic imperative petition; c) pragmatic imperative demand; d) imperative pragmatic appeal, e) imperative pragmatic expectation, f) imperative pragmatic recommendation, and g) imperative pragmatic prohibition.

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