







PUBLIC RESPONSES TO THE CUSTOMS OFFICIAL TWITTER ACCOUNT'S POSTS: PRAGMATIC APPROACH

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ABSTRACT

The article explores the public's response to Indonesia's Customs official Twitter account. The research uses a qualitative approach, focusing on content analysis methods. This research also utilizing the speech act theory, with a focus on illocutionary acts. The research data was collected by screenshots of 25 responses on Twitter. The analysis revealed that the responses were predominantly directive acts (8 responses), followed by expressive acts (6), declarative acts (5), representative acts (4), and commissive acts (2). The predominance of directive acts indicates that many responses aimed to influence others to boycott the customs agency, reflecting a strong public sentiment against the institution. This study also highlights the critical nature of social media interactions with government agencies and underlines the need for improved public engagement strategies. We hoping the results of this research can provide deeper understanding into the dynamics of communication between government institutions and the public via social media and its implications for public acceptance and perception.

Keyword: Speech Acts, Customs, Twitter, and Public Response

ABSTRAK

Artikel ini membahas respons publik terhadap akun Twitter resmi Bea Cukai Indonesia. Penelitian ini memanfaatkan pendekatan kualitatif yang berfokus pada metode analisa konten.

Penelitian ini juga menggunakan teori tindak tutur dengan fokus pada tindak ilokusi. Data dalam penelitian ini dikumpulkan melalui tangkapan layar 25 respons di Twitter. Analisis menunjukkan bahwa respons yang dominan adalah tindak direktif (8 respons), diikuti oleh tindak ekspresif (6), tindak deklaratif (5), tindak representatif (4), dan tindak komisif (2). Dominasi tindak direktif menunjukkan bahwa banyak respons bertujuan untuk mempengaruhi orang lain memboikot lembaga bea cukai, yang mencerminkan sentimen publik yang kuat terhadap lembaga tersebut. Studi ini juga menyoroti sifat kritis interaksi media sosial dengan lembaga pemerintah dan menggaris bawahi perlunya strategi keterlibatan publik yang lebih baik. Hasil penelitian diekspetasikan dapat memberikan pandangan yang lebih dalam tentang dinamika komunikasi antara lembaga pemerintah dan publik melalui media sosial dan implikasinya terhadap penerimaan dan persepsi publik.

Keyword: Tindak Tutur, Bea Cukai, Twitter, dan Respon Publik



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1. Introduction

In today's age, the age of globalizations, where technology developed rapidly within the past century, especially in the communication aspect. Communication isn't merely about symbols, words, or sentences; it's more accurately described as the outcome or product of these elements, manifested as speech act behaviors (Sihombing et al., 2021). Technological advancement has made communication easy and widespread across people of many stature, with many people establishing interpersonal connections through language. This ease of communication has also been made useful by governments and the public in both government announcement and the public response to it. Languages are used to construct and convey meaning when people communicate with each other. (Dui Sitorus & Elfrida, 2022).

According to (Khairatunnisa & Manaf, 2021), communication is the process of conveying one's thoughts or feelings through symbols to others. This often involves using specific media to influence someone's attitude or behavior to achieve a desired effect. Language influences human life as the bridge to have relationships with other people or society (Ramayanti & Marlina, 2018). The language used on social media platforms shows a unique phenomenon. It can be characterized with concise words, informality, and creativity in online language mirrors the need to convey messages quickly and effectively. Hashtags, emojis, and memes have become integral components of online language, each adding layers of meaning and context. Communication is intrinsically linked to the tools used for it, particularly language (Adawiyah et al., 2020). In recent years, online language has also given rise to internet slang and acronyms, which can spread rapidly across platforms. The dynamic and evolving nature of online language demonstrates the adaptability of human communication in the digital age. According to (Hutajulu & Herman, 2019), language is a fundamental tool for communication, playing a crucial role in its facilitation.

Social media, in general, has revolutionized how information is consumed and spread. (Sianipar, 2022) suggests that social media serves as a platform for sharing a wide array of content, including personal feelings, expressions, dreams, news updates, plans, educational material, humor, entertainment, advertisements, and various other types of content. In the digital age, communication and interaction are primarily facilitated through social media platforms like Facebook, Telegram, and Snapchat. Social media has transformed the way people communicate in the modern era (Sidiq & Simatupang, 2019). They offer a space for users to share thoughts, experiences and reactions to global events. Social media also allows for the formation of communities and movements, as people connect through shared interests and goals. The nature of social media content means that a single post can spark widespread discussion and mobilization, going 'viral', demonstrating the power of these platforms in modern communications.

Recently in Indonesia, there has been an issue regarding the Indonesian Customs (Bea Cukai) posts on Twitter that have gathered a lot of responses from Indonesian netizens. This study has an unique aspect in terms of the diversity of reactions from netizens, and on the other hand, this article also discusses the posts of official social media accounts of the government, which often lead to misunderstandings among the public who read information from government accounts.

An account going by the handle @PartaiSocmed shared a video from @radhikaalthaf on April 22, 2024. The video details how @radhikaalthaf spent 11 million rupiah buying football shoes overseas. However, he had to pay 31 million rupiah in customs charges when he arrived in Indonesia. Social media users, particularly on Twitter, expressed their disapproval and criticism for @radhikaalthaf and asked why the tax expenses were so high in response to this.

Then, customs gave a thorough explanation of the costs associated with the shoes in response to the tweets. "Import duty 30% amounting to Rp2,643,000, VAT 11% amounting to Rp1,259,544, and Import Income Tax 20% amounting to Rp2,290,000, plus an administrative penalty of Rp24,736,000, with a total charge of Rp30,928,544" is the breakdown of import duties and taxes on the shoes.

This research was undertaken because of its current social media virality, particularly on Twitter. The matter has attracted significant attention subsequent to the declaration made by the customs officials regarding the tax rates imposed on the footwear that is imported. An excellent opportunity to examine the socio-economic repercussions and public emotion surrounding the customs policy is presented by the recent increase in interest and discussion.

This research uses the speech act theory to analyze the comment responses on the customs Twitter account by employing the Illocutionary act. An utterance or sentence given in specific conditions will be the process of making Speech act in communication. It serves as the most basic language communication unit, determining sentence meaning in both written and oral forms (Rahayu & Amri, 2023). The speech act theory, introduced by J.L. Austin and J.R. Searle, explores how language is used to perform actions rather than just convey information. By using this theory for the research, the responses on the customs Twitter account can be categorized and analyzed for the types of Illocutionary acts.

(Austin, 1955) says that there are three type of speech act:

a) Locutionary Act

The locutionary act involves the student saying, "It's raining outside," which entails producing sounds, forming a sentence, and conveying information about the weather. In this sentence, "It" serves as the subject, functioning as a dummy pronoun used in English to introduce weather-related statements without referring to any specific entity. The predicate, "is raining outside," describes the action or state of the subject.

b) Illocutionary Act

The Illocutionary Act is a key idea in Speech Act Theory that emphasizes the speaker's intention or goal behind a statement. It involves performing an action through speech, where the words have a particular force or meaning. For example, when a friend says, "I'm running late, can you pick me up?" They are not just sharing information about their tardiness but also making a request and expressing urgency. This type of speech act is essential in everyday interactions because it enables us to communicate more than just literal meanings and achieve specific objectives with our words.

c) Perlocutionary Act

A perlocutionary act refers to the impact that a speaker's words have on the listener, essentially aiming to influence or affect them. For instance, if you compliment someone by saying, "You look fantastic today," it could uplift their spirits and enhance their self-esteem.

For example : "It's raining outside,"

The sentence structure "You look fantastic today" includes "You" as the subject, "look" as the verb, "fantastic" as the adjective, and "today" as the adverbial phrase. When the listener receives this compliment, it can lead to a surge in self-esteem and a positive emotional response, brightening their day and boosting their confidence.

Searle (1979: 12 - 17) developed illocutionary speech acts and devided into five category, specifically:

- *Representative/Assertives*. Aim to convey the truth, including actions like concluding or complaining.
- *Directives*. Aim to persuade the listener to take action, such giving advice, asking ,inviting someone, request something, pleading for forgiveness, or ordering.
- *Commissive*. Aim trying to commits the listener to take future action, as seen in promises, oaths, or guarantees.
- *Expressive*. These speech acts express the speaker's emotions and mental state, covering actions like apologizing, offering compassion, expressing gratitude, happiness, or sadness.
- *Declaration*. These speech acts changing the status of a person or situation, including actions like firing, punishing, appreciating, or exchanging marriage oath.

There a lot of other academic research on Illocutionary speech acts that focuses on social media and public responses similar and/or related to our own research. These articles greatly help the research as references or guidelines for the researchers. The two main research articles are by Dewi Masitoh Adiwiyah, Tri Mulyati, and Arin Inayah talking about Presidential Candidates in Indonesia speech using Illocutionary

acts and by Anisa Dara Oktaviani and Oktavia Surya Nur Alam is a study about Indonesia influencer hate speech.

Study by Dewi Masitoh Adiwiyah, Tri Mulyati, and Arin Inayah, Shows that expressive acts were the most frequently used type in the tweets of Jokowi and Prabowo as the presidential candidate during their campaign period. There's a shared interest from this research in analyzing speech acts and using data from official government Twitter accounts to understand how people communicate on social media. But, the study goes further by exploring the different analytical approaches and the findings mean in real-world and theoretical terms. By looking at the methods used and what was focused on, the researchers aren't just saying their research is important, but they're also laying the groundwork for future studies in this area.

Study by Anisa Dara Oktaviani and Oktavia Surya Nur Alam, analyzes the speech acts and hate speech types in comments on one of the influencer with nickname *indraakenz*'s Twitter post about privilege. It uses Searle's theory to categorize comments and identifies insults as the most common form of hate speech targeting the account owner's reputation. The researchers used the above-mentioned article as a blueprint for their own research, aiming to understand how the article delved into the topic and analyzed different types of speech acts. By following the same approach with Author's research, the researchers hope to explore this topic comprehensively, explaining the different types of speech acts and the detailed process of recognizing them. This is done with the aim of contributing valuable insights to the academic conversation around linguistic analysis and communication patterns.

The aim for this study was to supply more information to the field of linguistics. The academic community can profit from this research by getting a data-driven examination of public opinion and discourse as it is expressed on social media platforms. It will improve knowledge of how language is used to debate and respond to matters related to taxes and customs laws, providing sturdy basic for future research on the relationship between language, social media, and public policy.

2. Research Methods

2.1 *Research design*

This study utilizes descriptive qualitative research with the Content Analysis Method to explore public responses as tweets on the official Twitter account of the Indonesian Customs Agency, Aiming to understand the intricacies of public sentiments over Customs Agency. This approach offers valuable insights into communication strategies and policy decisions in the digital age, particularly in the Indonesian context.

2.2 *Data Source*

The researchers gathered the data from the Customs Agency's Twitter account. By this post, the researchers checked the netizens' responses about the Customs Agency. The study identified the illocutionary acts present, specifically focusing on the five types, in the Customs Agency's Twitter posts, which received a total of 16 responses.

2.3 *Technique of Collecting Data*

The data collection procedure involved systematically gathering screenshots from the Customs Agency's Twitter account. We established a timeframe, then meticulously captured relevant postings, including policy announcements and operational updates. Each screenshot was cataloged with contextual information like posting date and text. We conducted multiple rounds of data collection to capture emerging trends. This rigorous approach ensured a comprehensive dataset for analysis.

2.4 *Technique of Analyzing Data*

Based on the data collection technique, a series of steps were undertaken. Firstly, the researcher checked the responses to the Customs Agency's Twitter post. Secondly, an analysis was performed to identify and categorize the Illocutionary acts and their types within these responses. Thirdly, subsequent to the analysis and categorization of the Illocutionary acts, the dominant types were quantified.

3. Finding and Discussion

3.1 Finding

3.1.1 The main subject that we analyzed is image 3.1:



Image 3.1

After analyzing the 25 Twitter responses to the customs post above, the researchers identified five types of illocutionary acts. There are 4 representatives, which include statements that convey information. Additionally, there are 5 declaratives, which are statements that cause something to happen just by being said. The analysis also found 8 directives, which are attempts to get the listener to do something, like requests or commands. Furthermore, There are 2 commissive acts, which involve speaker committing to action in the future, like making vows or offers. Finally, there are 6 expressive acts, which show the emotions or attitudes of the speaker, such as apologies, congratulations, or thanks. This analysis helps us understand the different ways people communicate in these Twitter responses. These are the analysis of illocutionary types and the researchers show one in every illocutionary types as listed below:

a. Representatives Act



The user of this account, @ojoanonim, responded by offering a suggestion: "Advocating not only for the promotion of local industries...", but also for considering economically and environmentally sustainable alternatives. Furthermore, they critiqued the government by referencing unresolved issues regarding the integrity of officials.

b. Directives Act



On the post by @ainunrozi, the account sarcastically states: "Kalo malem bisa tidur nyenyak lho hah?" which translates to: "Can you sleep soundly at night, huh?". This post can be categorized as a directive illocutionary type of warning, as the account indirectly threatens the official Twitter account of the customs office.

c. Commissive Act



According to the post by @4mod_, the account refuses to pay taxes to the customs office. This post can be categorized as a commissive illocutionary type of refusal, as the account directly refuses to pay taxes.

d. Expressive Act



The account @yveae provides a response that illustrates an emotional appeal directed towards the immigration authority, driven by a combination of anger and sadness, in response to a particular post published by the official customs account. "GA NGOTAK PEMIMPIN ANEH🙄🙄🙄." This emotional expression reflects a strong perception of actions or policies deemed detrimental or disappointing, substantially impacting the well-being or perception of the individuals or groups involved.

e. Declaration Act



In the reply from the @agannyi account, we observe an example of illocutionary act falling under the representative category, specifically the declarative type. This is due to the fact that the account is declaring her own experience that is connected to the twitter post regarding customs.

3.2 Discussion

After every utterance has been analyzed, we identified five types. When examining the public responses to the customs Twitter post, the researchers discovered that the directive act are the most frequently uses. Therefore, the main response that we found in twitter customs posts are people trying to influence others to boycott the customs agency. This is because of the unreasonable administration fee that ended with the collapse of trust from the citizens of Indonesia toward not only the customs agency but also the government. (Oktaviani & Alam, 2022) have observed that Indonesians often lack public politeness when engaging on social media platforms, leading them to utilize these platforms without exercising self-control. This conclusion is supported by the researchers' analysis.

4. Conclusion

After understanding and analyzing the types of illocutionary acts in the Customs Twitter posts using the speech act theory, we come with the conclusion that all illocutionary acts are present in the responses. We found Directive Acts are the most dominant type in the Customs Twitter responses. With this research, we hope that this topic will be further analyzed. Especially in the locutionary and perlocutionary theory based on Austin's Speech Act Theory, that we didn't include in this article. We also hoped that the future researches will discuss the underlying reason as to why Indonesian responses are mainly directive especially toward government posts.

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