

Semantic and Pragmatic Dynamics in Virtual Communication: Speech Act Analysis Hastag #JulidFisabilillah on Twitter

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Abstract

This research explores the dynamics of semantics and pragmatics in virtual communication, particularly focusing on social media interactions. It examines how the meaning and usage of words and phrases (semantics) combined with the context of language use (pragmatics) significantly influence digital identity formation and online community building. The study highlights that language in social media serves not only as a communication tool but also as a means for expressing emotions, attitudes, and opinions. Notably, it observes how specific word choices and symbols often indicate membership in certain communities or stances on specific topics. Additionally, the research delves into the complex dynamics of speech acts in social media, illustrating how users tailor their expressions to specific online contexts. This tailoring involves both semantic content and pragmatic nuances, including word choice, sentence structure, and symbol usage, actively shaping and maintaining social identities in a virtual environment. A case study on the use of the hashtag #JulidFisabilillah on Twitter provides a concrete example of these findings. The hashtag functions as a communal identity marker and a reflection of the broader social and cultural context in which it is used. This case study underscores the interaction between semantics and pragmatics in shaping meaning and identity in virtual communication. Overall, the research concludes that a thorough understanding of social media communication requires an analysis that goes beyond what is said to how and in what context it is said. This study provides new insights into the complexities and depths of virtual communication, emphasizing the significance of context in analyzing communication in the digital era.

Keyword: Virtual Communication, Semantics and Pragmatics, Social Media, Digital Identity

Introduction

In the rapidly evolving digital era, social media has revolutionized the way people interact and communicate. Platforms such as Facebook, Twitter, Instagram, and others not only serve as tools for sharing information but also as spaces for self-expression and the formation of social identity. The use of social media has transcended geographical boundaries, allowing people from various parts of the world to connect, share, and collaborate in ways previously unprecedented (Yuna et al., 2022). This phenomenon reflects a significant shift from conventional communication to a more global and integrated form of interaction, where the boundaries between personal and public spaces are increasingly blurred. In this context, understanding how communication is formed and received in virtual environments becomes

highly important, as it establishes a new foundation for social interaction and information exchange (Hoehle et al., 2015).

The presence of social media has shifted the paradigm of traditional communication. With its interactive features such as comments, likes, and shares, social media creates a dynamic form of dialogue where each individual functions not only as a message recipient but also as an active message sender. This marks a transition from a one-way communication model to a more collaborative and participatory model (Ferrara, 2020). Additionally, social media serves as a unifying tool, bringing individuals with similar interests or backgrounds together to communicate and interact within virtual communities. However, on the flip side, social media also presents unique challenges such as privacy issues, misinformation, and opinion polarization (Chung & Liu, 2023). Therefore, understanding the dynamics of communication in the context of social media becomes highly relevant, not only for comprehending the evolution of language and communication but also for identifying and addressing the challenges that arise in this new communication environment.

In connection with the dynamics of the digital era and social media outlined earlier, understanding pragmatics in communication becomes increasingly important. Pragmatics, which is the study of how context influences meaning, plays a crucial role in understanding communication on social media (Gruber, 2019). In the virtual environment where non-verbal cues and physical context are often absent, the use of language becomes more complex and open to multiple interpretations. Social media users often rely on highly contextual language, employing symbols, emojis, and specific linguistic styles to express emotions, attitudes, and nuances that aren't always easily conveyed in face-to-face communication (Aull, 2019). Therefore, pragmatics helps us understand how meaning is formed and interpreted in social contexts that are often implicit yet vital for effective communicative understanding (Setiawati & Arista, 2018).

Connecting this with the shifting paradigm of communication in the digital era, can be observe that pragmatics not only aids in understanding what is communicated but also how and why something is communicated in a certain way on social media (Arfianti, 2020; Chung & Liu, 2023; Nasarudin et al., 2023). For instance, word choice, style, and the timing of posts on social media often carry deeper meanings than what meets the eye. In this regard, pragmatics opens a window to comprehend various aspects of communication on social media, including digital identity, opinion formation, and even power dynamics (Paulina, 2015). Understanding this allows society to better appreciate how social media not only transforms how communicate but also how comprehend and process information within an ever-evolving social context. Hence, the study of pragmatics becomes highly relevant and crucial in interpreting the rapidly interconnected phenomena of communication in this fast-paced digital era.

Understanding the digital era and the significance of pragmatics that have been discussed, speech acts on social media offer a unique and complex insight into linguistic studies. On digital platforms, speech acts aren't confined solely to spoken or written words; they encompass various non-verbal elements like emojis, memes, and GIFs often used to add nuances or specific contexts to communication (Wagiati et al., 2023). This showcases an evolution in how 'speech acts' occur, where language and symbols interact to create richer and more dynamic meanings than traditional communication (Anggraini, 2023; Mabaquiao Jr, 2018). Additionally, the use of slang, specific terms, and hashtags on social media illustrates how

speech acts can swiftly adapt to social and cultural changes (Chung & Liu, 2023; Watie, 2016). In this context, analyzing speech acts on social media becomes crucial in understanding how people communicate, build social relationships, and influence each other in the virtual world.

The article aims to explore and understand the formation of communicative interactions within the context of social media, focusing on elements of speech acts such as words, symbols, and communication formats. By identifying these elements, the research intends to trace their contributions to shaping meaning and social interaction within virtual environments. The resulting understanding is expected to aid in delving deeper into how communication on social media influences identity, perceptions, and potentially social behaviors. Consequently, this article is not only significant for linguistic and communication studies but also provides valuable insights for fields like social psychology, media studies, and related disciplines, highlighting the role of digital technology in shaping and altering the foundations of communication and social interaction.

Research Method

This research adopts a multidisciplinary research method to explore how semantics and pragmatics interact within the context of virtual communication, particularly on social media. Our approach is grounded in the understanding that virtual communication, especially on platforms like Facebook, Twitter, and Instagram, creates a unique space for speech acts that require in-depth analysis (Bruzzese et al., 2022; Radicioni et al., 2021). Researchers have chosen a qualitative approach due to the exploratory nature of the topic, which delves into meaning and context in virtual communication (Setiawati & Arista, 2018; Yin, 2002). The data sample consists of various posts, comments, and interactions on social media selected based on specific criteria such as relevance to particular topics, diversity of users, and a specific timeframe. The selection of this sample is designed to reflect diverse language usage and communicative contexts on social media.

The data collection process involves retrieving content from social media platforms, with specific attention to ethical and privacy aspects. The authors ensure that all collected data are processed in a manner that respects user confidentiality and privacy. Moreover, they adopt strict protocols for data anonymization and adhere to research ethics guidelines (Bungin, 2009; Burhan, 2010). Data analysis is conducted through content analysis and discourse analysis methods. The authors systematically code the data to identify themes, patterns, and categories relevant to speech acts on social media. This approach enables them to extract semantic nuances and pragmatics from virtual communication and understand how language usage and context influence meaning and interpretation (Arroyo-Machado et al., 2021). To ensure the validity and reliability of findings, the authors use triangulation techniques, involving the comparison and contrasting of data from various sources and perspectives (Romdhoni, 2019). This approach aids in validating findings and reinforcing the accuracy of the analysis. Despite providing crucial insights into semantics and pragmatics in virtual communication, the researchers acknowledge certain limitations. These limitations include data coverage that may not fully represent all social media users and the potential for bias in interpretation (Dwijatmoko, 2018). The researchers are also explicitly aware of the importance of ethical considerations and have taken steps to ensure that this research is conducted to high ethical standards.

Result of the Research

The study on the dynamics of semantics and pragmatics in virtual communication, along with its relation to speech act analysis on social media, revealed that semantics plays a crucial role in how social media users communicate. This analysis uncovered significant variations in the use of words and phrases, often tailored to express emotions, attitudes, and opinions. The authors highlighted how semantics isn't confined solely to the literal meaning of words but also how these words are used in broader contexts to convey deeper or hidden messages (Besman, 2014). For instance, the selection of specific words can indicate political attitudes or signify belonging to certain groups. These findings emphasize that understanding semantics is highly important for an accurate interpretation of communication on social media.

This study also revealed a close relationship between semantics and pragmatics in social media communication. The semantic study results showed significant variations in the use of words and phrases to express emotions and attitudes. Meanwhile, the pragmatic analysis uncovered how context and language usage, such as emojis, influence message interpretation (Azmah, 2020). Both aspects are closely intertwined, where semantics provides the foundation for the chosen words, while pragmatics reveals how these words are used in specific contexts to convey deeper meanings. This approach highlights the complexity of communication on social media, where language usage isn't just about what is said but also about how and in what context it is said (Chung & Liu, 2023).

This study also explains that speech acts exhibit a complex interaction between semantics and pragmatics in social media communication. It was found that speech acts, such as stating, commanding, or expressing feelings, are often adapted to specific social media contexts. Contextual language usage, including word choice and the use of symbols, as analyzed in semantics and pragmatics, plays a crucial role in these speech acts (Stalnaker, 2018). Furthermore, this analysis reveals that speech acts on social media don't just express semantic content but also pragmatic nuances determined by specific contexts and situations. For instance, a single phrase can have different meanings depending on the situation and the way it's delivered, illustrating the interconnectedness between what is said (semantics) and how and in what context it's said (pragmatics).

Another related finding in virtual communication is the presence of social interaction on social media influenced by semantics and pragmatics (Cutting & Fordyce, 2020). Semantics, which deals with word and phrase meanings, and pragmatics, focused on language use in specific contexts, collectively influence the formation of digital identities and online communities. The use of specific words and symbols often signifies membership in certain communities or attitudes toward particular topics. Furthermore, the observed speech acts on social media indicate a complex dynamic between self-expression and interaction with other users (Levinson, 2017; Mabaquiao Jr, 2018). The way users choose to express their opinions or reactions reflects not only semantic content but also pragmatics in word choice, sentence structure, and symbol usage. This highlights how users actively shape and maintain their social identities in the virtual environment. Another intriguing aspect is that this study also demonstrates that social media is a rich arena for analyzing how language is used in various ways to communicate and interact. The interplay between semantics and pragmatics in this context plays a crucial role in shaping meaning, identities, and communities in the digital world.

Consideration of context is key to understanding communication on social media. Context not only affects the use of words and phrases (semantics) but also how meaning is conveyed and understood (pragmatics). In online social interactions, context such as current trends, political events, or specific social situations influences language use and message interpretation. Furthermore, the findings of this study indicate that speech acts, the way users convey messages on social media, are greatly influenced by this context (Benamara et al., 2018). For instance, a statement that might seem simple at first glance could have deeper or different meanings when placed in a particular context. This underscores the importance of understanding context in analyzing communication on social media. Overall, the research findings reinforce the importance of considering context in the analysis of semantics and pragmatics in social media communication. It indicates that understanding communication on social media requires a comprehensive analysis not only of what is said but also how and in what context it is said, providing new insights into the dynamics of virtual communication (Benamara et al., 2018).

Case Study: Hastag #JulidFisabilillah on Twitter

Twitter has transformed into more than just an information-sharing platform. It has become a fertile ground for complex and dynamic social interactions where language plays a pivotal role (Nemer, 2015). In this context, understanding the semantics and pragmatics in online communication becomes highly significant. Words on social media often acquire new meanings and are frequently contextual, reflecting unique social, cultural, and political nuances. Taking a specific example from the hashtag #JulidFisabilillah on Twitter, this study seeks to delve into the depth of semantics and pragmatics in virtual communication. This hashtag, emerging as a unique phenomenon in online discourse, presents an interesting case in understanding how speech acts function within the constraints of character limits and informality.

Hashtag #JulidFisabilillah on Twitter appears to be a case study focused on discussions or interactions related to the concept of "Julid Fisabilillah" within the context of social media. The term "Julid" in Indonesian slang roughly translates to being overly critical or nitpicky, while "Fisabilillah" is an Arabic phrase that refers to actions or deeds done in the path of God or for the sake of Allah.

This hashtag might be used to discuss instances where individuals are criticizing or being overly judgmental in matters relating to religious beliefs, actions taken for religious purposes, or issues concerning faith and spirituality. The combination of "Julid," with its connotation of being overly critical, and "Fisabilillah," which implies actions done for religious reasons, suggests that the discussions under this hashtag could revolve around how criticism or judgment intersects with religious contexts or actions done in the name of faith.

It's important to note that the specific discussions or posts associated with this hashtag can vary widely, ranging from personal reflections on religious behavior to societal discussions about criticism within religious or spiritual spheres. The exact nature of the content under this hashtag would need to be explored by viewing the tweets and discussions directly to understand the nuances and depth of the conversations taking place.

The analysis of the hashtag #JulidFisabilillah goes beyond mere word usage; it delves deeper into how context, nuances, and implicit intonation play a role in conveying meaning. This is crucial to understand how language, within the framework of virtual communication, reflects and influences social and cultural dynamics. This research aims to bridge the gap in our understanding of the complexity and richness of online communication.

If we look at the early history, the #JulidFiSabilillah movement began as an effort by Indonesian netizens to combat anti-Palestinian narratives on social media. This movement specifically targeted the Israeli military, Israeli police, Israeli citizens, or Israeli institutions that generated anti-Palestinian narratives, focusing on combating Zionism and Israel, not antisemitism. Initially, the movement's strategy involved collecting and targeting around 50 social media accounts belonging to the Israeli military each day. However, this strategy was later modified to enhance the effectiveness of the attacks. The tactics used were highly creative, involving the use of various languages in comments and editing photos of the Israeli military.

In the context of studying the hashtag #JulidFisabilillah on Twitter, this research yields valuable insights. Firstly, the semantic analysis illustrates how words and phrases are used within the context of this hashtag, likely to express particular views or sentiments. The semantic analysis of the #JulidFisabilillah hashtag on Twitter reveals the strategic use of words and phrases to express specific views or sentiments. The chosen words not only convey information directly but often carry deeper connotations related to social, political, or cultural contexts (Nadali, 2016). For instance, the use of specific terms can indicate political stances, reflect social norms, or signify solidarity with a movement or ideology (Arroyo-Machado et al., 2021).

Furthermore, the semantic analysis of this hashtag reveals how language can be used to construct identity and community. The selection of specific words and phrases can attract users with similar views or interests, thus forming a virtual community centered around that hashtag (Sudaryanto et al., n.d.). In this context, language serves not only as a means of communication but also as a tool for shaping social identity in the digital world. The semantic analysis around the #JulidFisabilillah hashtag on Twitter also highlights the dynamics of shifting meanings within the digital context. Over time, words and phrases can undergo an evolution of meaning based on their usage by the online community (Eke, 2021). This illustrates that semantics in social media is a dynamic phenomenon, continuously adapting to changes in social and cultural contexts.

Secondly, the pragmatic aspect provides an understanding of how context and the use of symbols like emojis influence message interpretation. In the context of the #JulidFisabilillah hashtag on Twitter, the pragmatic aspect offers profound insights into how context and the use of symbols such as emojis affect message interpretation. Firstly, the context in which a message is conveyed plays a crucial role in how it is interpreted by the receiver. This means that the same message can have different meanings depending on its context, including time, social situations, or current events. Secondly, the use of symbols like emojis in Twitter communication greatly enriches the meaning of messages (Aull, 2019). Emojis not only replace facial expressions or body language in face-to-face communication but also add emotional nuances that can influence message interpretation. The appropriate use of emojis can strengthen a

message, add humor, or even entirely alter the intended meaning (Bai et al., 2019). Lastly, in pragmatic analysis, it's important to understand that communication on social media is often implicit. Messages conveyed may not always be direct or explicit but are understood through the context and symbols used. Therefore, understanding how social media users interact and pragmatically use symbols provides valuable insights into the dynamics of communication within online communities (Gawne & McCulloch, 2019).

Result and Discussion

Based on the results of the study above, there are at least several important points that are the focus of discussions and deliberations, there are:

First, the Role of Semantics in Social Media Communication (Dridi & Reforgiato Recupero, 2019). This finding highlights the significant role of semantics in social media communication. The varied and dynamic use of words and phrases serves not only as a means of communication but also as a tool for expressing emotions, attitudes, and opinions. It demonstrates that semantics in social media transcends the literal meaning of words and involves their usage within broader contexts. The selection of specific words can indicate political attitudes or group identities. This underscores that to accurately interpret social media communication, it's crucial to pay attention not only to what is said but also how and why certain words are chosen, emphasizing the importance of a deep understanding of semantics.

Second, Semantics and Pragmatics Interaction (Sawaki, 2023). This study reveals a close relationship between semantics and pragmatics in social media communication. Semantics lays the groundwork for word selection, while pragmatics explores how these words are utilized within specific contexts. It indicates that communication in social media is a complex process where meaning arises not solely from the words themselves but also from the context, delivery, and the use of non-verbal elements like emojis (Gawne & McCulloch, 2019). This approach illustrates that virtual communication surpasses mere information exchange; it's a dynamic interaction rich in semantic and pragmatic nuances.

Third, Speech Acts in Social Media (Ludwig & de Ruyter, 2016). Research on speech acts in social media showcases the complex interaction between semantics and pragmatics. Acts such as stating, commanding, or expressing emotions are often tailored to the social media context, highlighting the flexibility of language in digital communication. Contextual language use, including word choice and symbol usage, plays a crucial role in this process. It underscores that in social media communication, meaning isn't solely found in semantic content but also in the pragmatic nuances influenced by context and situation (Aull, 2019; Bruzzese et al., 2022). This underscores the importance of a comprehensive analysis of how messages are conveyed and interpreted across various contexts.

Fourth, Formation of Digital Identities and Online Communities (Reyes, 2018). This research reveals that semantics and pragmatics play a vital role in shaping digital identities and online communities. Semantics, concerning word and phrase meanings, along with pragmatics, which focuses on language use in specific contexts, collectively influence how individuals interact on social media. The use of specific words and symbols often indicates membership in a community or attitudes toward a particular topic. This suggests that language on social media is not merely a communication tool but also a means of shaping

and expressing identities. Thus, understanding how words and phrases are used in specific contexts can provide insight into how individuals and groups manifest themselves in digital spaces (Reyes, 2018).

Fifth. The Dynamics of Speech Acts in Social Media. This study also reveals the complex dynamics of speech acts in the context of social media. The way users choose to express their opinions or reactions reflects not only the semantic aspects but also the pragmatic aspects of language, including word choice, sentence structure, and the use of symbols. This highlights that self-expression and interaction with other users on social media are complex processes, where individuals actively shape and maintain their social identities (Kristani, 2012; Simanjuntak et al., 2022). Speech acts in social media, therefore, are not just about conveying messages but also about how those messages are placed within a broader context, reflecting interactions between individuals and the communities they engage with.

Sixth. The Importance of Context in Social Media Communication. The findings of this research underscore the significance of context in social media communication. Context shapes how words and phrases are used and how meanings are conveyed and understood. In online social interactions, context such as current trends, political events, or specific social situations significantly influences how language is employed and messages are interpreted. This highlights that speech acts in social media heavily rely on their context, where seemingly simple statements can carry deeper or differing meanings depending on the situation. Therefore, understanding communication in social media requires a deep analysis of context, emphasizing that interpreting messages relies not only on semantic content but also on the pragmatic nuances associated with that context.

Based on the semantic analysis of the hashtag #JulidFisabilillah on Twitter, it was found that the use of words and phrases is highly strategic and multifaceted. In this context, words are chosen not only to convey information directly but also to express specific views or sentiments that often have deeper connotations. This indicates that language on social media serves not only as a communication tool but also as a means to express identity, political stances, or membership in particular communities. Additionally, the selection of words and phrases in the context of this hashtag reflects social and cultural norms and shows how digital communication can be influenced by changes in social and political contexts. These findings underline the importance of understanding the meaning behind words used in social media, which goes beyond literal meanings to encompass broader social and cultural contexts.

The use of the hashtag #JulidFisabilillah on Twitter is a concrete example of how semantics play a role in shaping online identities and communities. This hashtag, like other words or phrases in the realm of social media, carries a specific meaning that is not only related to its literal definition but also to connotations and associations that arise from its usage within particular communities. In this context, the hashtag functions as a marker of communal identity, where its users may share similar perspectives, values, or interests. This illustrates how semantics, in the form of a hashtag, can influence the formation and expression of identities in social media.

The use of the hashtag #JulidFisabilillah also demonstrates the pragmatic aspect of social media communication. Within the context of Twitter, hashtags are not solely about the words used but also about how and within what context they are used. This reflects how Twitter users choose to express opinions,

react to issues, or interact with other users. The pragmatic aspect is evident in how hashtags are used to convey messages, comment on events, or even participate in broader conversations. This indicates that understanding how hashtags are used within specific contexts can provide insights into the dynamics of social interactions and self-expression in the virtual environment.

The case study of the hashtag #JulidFisabilillah reinforces the importance of considering context in analyzing social media communication. Specific cultural, social, or political contexts in which this hashtag is used influence the interpretation and resulting meaning. In this regard, the hashtag serves not just as a semantic tool but also as a pragmatic medium capturing contextual nuances in communication. This underscores that to fully comprehend language use on social media, it's essential to consider how elements like hashtags interact with broader social and cultural contexts. Thus, the case study of the use of the hashtag #JulidFisabilillah on Twitter illustrates how semantics and pragmatics interact within specific social media contexts, providing profound insights into the complexity and depth of virtual communication.

Conclusion

The findings from research on the dynamics of semantics and pragmatics in virtual communication, especially within social media, have provided new insights into language use in the digital era (Dejica et al., 2016). This study revealed that semantics, which involves the meanings of words and phrases, significantly shapes how social media users communicate (Arroyo-Machado et al., 2021). This goes beyond just understanding the literal meanings of words, expanding to comprehend how words are used in broader contexts to convey deeper or hidden messages. Language use in social media serves not only as a communication tool but also as a means of expressing emotions, attitudes, and opinions (Yuna et al., 2022). For instance, the selection of words and the use of specific symbols on social media often indicate membership in certain communities or attitudes toward a particular topic, illustrating how language influences the formation of digital identities and online communities (Hoehle et al., 2015). On the other hand, pragmatics plays a key role in how context influences the use of words and phrases, as well as how meaning is conveyed and interpreted. In online social interactions, context such as current trends, political events, or specific social situations heavily influence language usage and message interpretation. Speech acts in social media, which represent how users convey messages, are greatly influenced by this context, where a seemingly simple statement can carry deeper or different meanings when placed within a specific context.

The case study of the hashtag #JulidFisabilillah on Twitter serves as a concrete example of these findings. This hashtag, as a semantic phenomenon, not only provides space for users to share viewpoints but also functions as a marker of communal identity, allowing individuals to signify their presence within specific discussions. In this context, the hashtag not only displays the literal meanings of the words involved but also the broader social and cultural contexts in which it's used. This highlights how semantics and pragmatics interact to shape meaning and identity in virtual communication.

Furthermore, the way this hashtag is used in various contexts reveals how pragmatics influences the interpretation and reactions of users. For instance, the use of the hashtag in different contexts or with different tones can alter the meaning it carries, reflecting how language on social media is colored by

complex pragmatic nuances. Overall, this research emphasizes that to understand communication on social media, a comprehensive analysis not only of what is said but also how and in what context it is said is crucial. This provides new insights into the dynamics of virtual communication and how language is employed in various ways to communicate and interact, not just on Twitter but across the spectrum of social media. Thus, these findings enrich our understanding of the complexity and depth of virtual communication influenced by semantics and pragmatics, highlighting the importance of context in analyzing communication in the digital era.

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