

**THE PERSUASIVE RHETORIC OF 15-SECOND POLITICS: ANALYSIS
OF PRAGMATIC FUNCTION ON TIKTOK POSTS**

THESIS

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FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

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THESIS

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2026

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "The Persuasive Rhetoric of 15-Second Politics: Analysis of Pragmatic Function on TikTok Posts" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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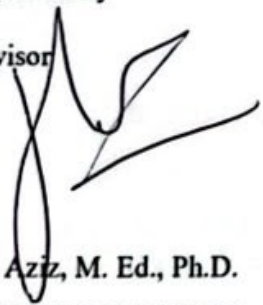
APPROVAL SHEET

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MOTTO

“Long story short, I survived.”

DEDICATION

I dedicate this thesis to:

My beloved parents: my Wise Father and Wonderful Mother

My Precious Sister: the silent hero of my life, whose generosity makes me feel
safe and blessed

My closest friend in my life, thank you for always choosing me

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Last but not least, I want to thank me for believing in me, I want to thank me for doing all this hard work. I realize that this thesis is far from perfect. Therefore, with an open heart, I welcome constructive criticism and suggestions for future improvement. May this thesis provide some benefit and serve as a small contribution to the development of knowledge, particularly in the field of Linguistics.

Malang, 22 Juni 2026

The Researcher,
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ABSTRACT

Zahirah, Daffa Nafisah (2026). *The Persuasive Rhetoric Of 15-Second Politics: Analysis Of Pragmatic Function On TikTok Posts.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Abdul Aziz M.Ed Ph.D.

Keywords: *Persuasive rhetoric, pragmatic function, Roman Jakobson's function of language, 15-second politics, TikTok*

In the digital era, political communication has transformed on social media, with short-form content such as 15-second TikTok videos. Previous research has emphasized the analysis of political discourse on social media in general without paying attention to the pragmatic function of language specifically, so this study offers novelty in the form of an analysis of the language function of Roman Jakobson (1987) and the persuasive rhetoric of Aristotle (1967) on text overlays of political short content on the TikTok platform. Therefore, the purpose of this study is to examine the function of language and persuasive rhetorical strategies in short-duration political communication on TikTok. This research answers two research questions: what type of language function, according to Jakobson, appears in political content posted by citizens on TikTok, and how the features of that language function contribute to the formation of persuasive rhetoric in 15-second political communication. This study uses qualitative descriptive data with 20 data in the form of TikTok video text overlays sourced from Indonesian creator accounts in the period March – December 2025. The data were collected, organized, categorized, and interpreted based on Jakobson's (1987) six language functions, and then analyzed using Aristotle's rhetorical theory. The results of the study show that, in response to the first research question, the dominant language functions that emerged were emotive and referential, while metalingual functions were not found in the data. In conclusion, to answer the second research question, the functions of language contribute directly to the formation of persuasive rhetoric, with emotive and poetic functions working as the main instruments in channeling pathos (collective emotions), referential functions serve as a foundation in strengthening logos (factual evidence), and conative functions contribute to building ethos through the persona of genuine ordinary citizens.

المخلص

زاهيرا، دفا نفيسة. (2026). الخطاب الإقناعي لسياسة 15 دقيقة: تحليل الوظيفة البراغمية على منشورات تيك توك. أطروحة قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم، مالانج. المشرف: عبد العزيز، الماجستير

الكلمات المفتاحية: البلاغة الإقناعية، الوظيفة البراغمية، وظيفة رومان ياكوبسون للغة، سياسة 15 دقيقة، تيك توك

في العصر الرقمي، تحول التواصل السياسي عبر وسائل التواصل الاجتماعي من خلال صيغة قصيرة مثل فيديو تيك توك مدته 15 دقيقة. ركزت أبحاث سابقة على تحليل الخطاب السياسي على وسائل التواصل الاجتماعي بشكل عام دون الانتباه إلى الوظيفة البراغمية للغة بشكل خاص، لذا تقدم هذه الدراسة حادثة في شكل تحليل لوظيفة اللغة لرومان ياكوبسون (1987) والبلاغة الإقناعية لأرسطو (1967) حول تراكب النصوص لمحتوى سياسي قصير على منصة تيك توك. لذلك، فإن هدف هذه الدراسة هو دراسة دور اللغة والاستراتيجيات البلاغية الإقناعية في التواصل السياسي قصير المدى على تيك توك. يجب هذا البحث على سؤالين بحثيين، وهما نوع وظيفة اللغة التي تظهر وفقا لجاكوبسون في المحتوى السياسي للمواطنين على تيك توك، وكيف تساهم ميزة وظيفة اللغة في تشكيل خطاب إقناعي في التواصل السياسي الذي يستغرق 15 دقيقة. تستخدم هذه الدراسة منهج الوصفية نوعية تحتوي على 20 بيانات على شكل تراكب نصوص فيديو على تيك توك مستمد من حسابات المبدعين الإندونيسيين خلال الفترة من مارس إلى ديسمبر 2025. تم جمع البيانات وتنظيمها وتصنيفها وتفسيرها بناء على الوظائف اللغوية الست ليعقوبسون (1987) ثم تم تحليلها باستخدام نظرية أرسطو البلاغية. تظهر نتائج الدراسة أنه للإجابة على السؤال البحثي الأول، كانت أكثر أنواع الوظائف اللغوية السيطرة هي الوظائف العاطفية والدوال المرجعية، بينما لم يتم العثور على وظائف اللغة المعدنية في البيانات. في الختام، للإجابة على السؤال البحثي الثاني، تساهم وظائف اللغة بشكل مباشر في تشكيل البلاغة الإقناعية، حيث تعمل الوظائف العاطفية والشعرية كأدوات رئيسية في توجيه المشاعر الجماعية (العاطفة)، وتعمل الوظائف المرجعية كأساس لتقوية اللوغوس (الأدلة الواقعية)، وتساهم الوظائف التوافقية في بناء الروح من خلال شخصية المواطن العادي الأصلي.

ABSTRAK

Zahirah, Daffa Nafisah (2026). *Retorika Persuasif Politik 15 Detik: Analisis Fungsi Pragmatis Pada Postingan TikTok*. Skripsi Sarjana. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Maulana Malik Ibrahim, Malang. Dosen pembimbing: Abdul Aziz M.Ed Ph.D.

Kata kunci : *Retorika persuasif, fungsi pragmatis, fungsi bahasa roman jakobson, politik 15 detik, TikTok*

Di era digital, komunikasi politik bertransformasi pada media sosial dengan format singkat seperti video TikTok berdurasi 15 detik. Penelitian sebelumnya banyak menekankan analisis wacana politik di media sosial secara umum tanpa memperhatikan fungsi pragmatik bahasa secara spesifik. Oleh karena itu, penelitian ini menawarkan novelty berupa analisis fungsi bahasa menurut Roman Jakobson (1987) dan retorika persuasif menurut Aristoteles (1967) pada teks overlay konten politik singkat di platform TikTok. Oleh karena itu, tujuan penelitian ini adalah mengkaji fungsi bahasa dan strategi retorika persuasif dalam komunikasi politik berdurasi singkat di TikTok. Penelitian ini menjawab dua pertanyaan penelitian, yakni jenis fungsi bahasa menurut Jakobson yang muncul dalam konten politik oleh warga TikTok, serta bagaimana fitur fungsi bahasa tersebut berkontribusi dalam membentuk retorika persuasif dalam komunikasi politik berdurasi 15 detik. Penelitian ini menggunakan metode deskriptif kualitatif dengan 20 data berupa teks overlay video TikTok yang bersumber dari akun kreator warga Indonesia pada periode Maret – Desember 2025. Data tersebut dikumpulkan, diorganisasi, dikategorisasi, dan diinterpretasi berdasarkan enam fungsi bahasa Jakobson (1987) dan selanjutnya dianalisis menggunakan teori retorika Aristoteles. Hasil penelitian menunjukkan bahwa jawaban atas pertanyaan penelitian pertama adalah bahwa jenis fungsi bahasa yang paling dominan yang muncul adalah fungsi emotif dan fungsi referensial, sementara fungsi metalingual tidak ditemukan dalam data. Sebagai kesimpulan, untuk menjawab pertanyaan penelitian kedua, fungsi-fungsi bahasa tersebut berkontribusi secara langsung dalam membentuk retorika persuasif, dengan fungsi emotif dan puitis bekerja sebagai instrumen utama dalam menyalurkan *pathos* (emosi kolektif), fungsi referensial berfungsi sebagai landasan dalam memperkuat *logos* (bukti faktual), serta fungsi konatif berkontribusi dalam membangun *ethos* melalui persona warga biasa yang autentik.

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CHAPTER I

INTRODUCTION

This chapter provides background information on how persuasive rhetoric is realized through pragmatic functions in short-form political content on TikTok. In addition, this chapter explains the research question, the significance of the study, and the scope and limitations of the research. At the end of the chapter, key terms are also defined.

A. Background of the Study

In the contemporary era, politics is not limited to formal forums and traditional media; it has become a political phenomenon in the digital age, shaped by the speed and accessibility of social media (Fricker & Feddersen, 2023). Transformations that led to new dynamics, such as public issues ranging from government policies to civil unrest, quickly spread and triggered many reactions, including polarization and the potential for protests and demonstrations (Gerbaudo, 2022). This phenomenon shows that digital communication has great power in leveraging awareness and real action in society (Sevignani, 2022).

According to (Szymkowiak et al., 2021), in this context of change, social media is widely used, especially by young people. For example, short video platforms like TikTok have become a new space for people to express their political views. TikTok is the most dominant political platform in Indonesia. By October 2025, the number of users will reach around 180 million, surpassing the United States and increasing sharply from 99 million in 2023. In addition to being large in numbers, TikTok also leads in engagement intensity: downloads, consumer spending, and an

average usage of nearly 45 hours per month. Politically, the platform is highly influential among voters aged 15–24, with 67% of Gen Z considering it the most informative social media. This confirms that TikTok is not just entertainment, but the main arena for political discourse, criticism, and persuasion,

The phenomenon known as "15-second politics" on TikTok, a form of political communication, is packaged in short videos of approximately 15 seconds (Jiang et al., 2022). This train is also used as a metaphor for describing political trends in the digital age, packaged in short, highly persuasive communication (Carson, 2021). In this case, having a language usage strategy is very important, as the functions of language and persuasive rhetoric are used to optimize message delivery in an effective, concise format that captures the attention of a wide audience.

This political phenomenon in the digital space has successfully driven mobilization, an indirect consequence of persuasive rhetoric that efficiently stimulates public participation, as seen among netizens (Li, 2025). Given the context of 15-second politics on TikTok, the political message must optimize language use within that time constraint (Battista & Petrone, 2025). Political communication in short duration usually uses dense language so that many meanings are conveyed implicitly. Therefore, pragmatic analysis is important because understanding does not depend only on words but also on context, the speaker's intention, and the audience's interpretation. Time constraints make certain language functions more prominent, especially emotive functions that channel the speaker's feelings so that the audience feels them, as well as conative functions that encourage the audience to act or respond. Thus, the persuasive power of a short

political video lies in how emotions and invitations are packaged concisely yet powerfully.

Persuasive rhetoric aims to influence the audience's beliefs, actions, or attitudes, raising awareness and encouraging political literacy concisely (Druckman, 2022). Therefore, this study holds that language should be analyzed not only in semantic terms but also in pragmatic, functional terms that reflect the speaker's meaning (Sinha, 2021). Thus, a pragmatic approach is needed to uncover how language functions are utilized by civilians to create strong persuasive power. Specifically, this research will apply Roman Jakobson's theory of language functions to analyze these linguistic strategies. Similarly, Jakobson's functions, namely conative (to persuade), emotive (to build pathos), or poetic (for message appeal), are relevant for analyzing the effectiveness of 15-second political messages (Asif et al., 2024). By analyzing these functions, this research aims to examine how civilians or netizens successfully construct persuasive rhetoric to achieve their goals, namely conveying anxieties, protests, and criticisms, and raising political awareness through the TikTok platform.

To examine how persuasive rhetoric is used in concise, in-depth communication, this study employs a pragmatic analytical approach. Pragmatics not only examines the literal meaning of a statement but also considers speaker meaning and social context to understand the intent and purpose of communication (Lubis et al., 2025). This context is relevant because messages in 15-second politics often convey implied meanings that arise from the speaker and context, thereby achieving effective persuasive power (Eragamreddy, 2024). In analyzing this phenomenon, researcher can use Roman Jakobson's theory of language function.

Jakobson views language as a tool with six functions and is very effective for examining the communicative goals of persuasive rhetoric (Jakobson, 1987). This framework remains within the realm of pragmatics because, through this approach, language can be viewed not merely as a grammatical structure but also as the way it is used in communicative contexts.

Therefore, each language function offered can be understood as a pragmatic function, namely the role of language in communicative actions. Using the context of political TikTok, these six functions of language explain how citizens use language to convey information (referential), express emotions (emotive), engage audiences (conative), build rapport (phatic), explain meaning (metalingual), and add aesthetic effect (poetic) (Jakobson, 1987). This study examines persuasive rhetorical strategies in language use, adopting a pragmatic approach to build political awareness and motivate audiences to take action within the short time frame typical of TikTok.

Many relevant previous studies can be grouped into two main trends, which are collected for this research. The first trend focuses on the application of Jakobson's language functions across several contexts, for instance, in cosmetic brand advertisements to academic environments (Sopandji, N. M., Alamsyah, A., & Nurzen, 2025; Eragamreddy, 2024; Septiana, 2022; Wamese et al., 2021) found that advertisements optimize the Conative Function (persuasion/invitation) and Poetic Function (appeal) for concise message effectiveness. Film (Collins et al., 2021; Ramadani, 2024). Speech (Arshad et al., 2023). The study was also applied to the context of Da'wah (Sarina et al., 2024). Social media (Wedananta & Purandina, 2023) demonstrates the validity of Jakobson's theory in digital formats,

extending its applicability to non-official actors and digital contexts. Overall, these studies confirm that Jakobson's model is a versatile tool for analyzing communicative goals (pragmatic functions) in brief communication.

The Second trend consists of pragmatic studies that analyze persuasive intent through Speech Act Theory, particularly in political discourse (Gurevich, 2022; Marcotte & Stokowski, 2021; Rakaj, 2022; Triana Santi, Katimin, 2024). The analysis of Directive and Expressive Speech Acts in formal political discourse shows that persuasive intent is the primary pragmatic function to be analyzed. This study group provides conceptual support for the view that Persuasive Rhetoric is a measurable, pragmatic function, in which Directive and Expressive Speech Acts are the functional equivalents of Jakobson's Conative and Emotive Functions.

However, despite the abundance of research highlighting persuasive rhetoric and pragmatic analysis (particularly speech acts) in advertising, speeches, da'wah, and social media, little attention has been paid to analysis of short videos on TikTok. Analysis of short videos on TikTok has not been widely adopted as a primary focus. Some existing studies still focus on the persuasive power of advertising (Eragamreddy, 2024; Sopandji, N. M., Alamsyah, A., & Nurzen, 2025; Putri Aningsih et al., 2022), da'wah (Sarina et al., 2024), and speech (Arshad et al., 2023). Persuasion draws on Speech Act theory, such as (Gurevich, 2022; Marcotte & Stokowski, 2021; Rakaj, 2022; Triana Santi, Katimin, 2024). No studies have been found that directly examine how Functional Pragmatic Analysis (using Roman Jakobson's entire Language Function framework) is used in a coherent manner to craft efficient persuasive rhetoric in the 15-second political short-form video format created by civilians or netizens. In other words, the pragmatic function of TikTok

as a tool of persuasion in the context of short TikTok communication remains rare in the pragmatic literature, even though this issue is relevant to encouraging political awareness and participation in the digital era.

Furthermore, the previous studies above have been limited to formal political discourse, such as presidential political speeches, political campaigns, or da'wah, as well as commercial advertisements aimed at promoting products. Not much research has been done on persuasive rhetoric in concise and personal communication formats created by netizens, who often use informal language to build political awareness. Therefore, studying 15-second political TikTok content is important because it can increase public awareness of how short-form content shapes public opinion and political participation.

The uniqueness of this research lies in three main aspects, the theoretical approach, the object of study, and the empirical contribution. At the theoretical level, novelty does not come from the framework used, the function of Jakobson's language, or Aristotle's established rhetoric, but from the integration of the two as an integrated analytical instrument. This study shows how Jakobson's pragmatic function works as a linguistic mechanism that underpins Aristotle's persuasive appeal, resulting in a more comprehensive explanation than if the two were applied separately. At the object level, uniqueness arises from a focus on citizen-generated political content, in contrast to previous research that looked more at advertisements, films, or formal speeches.

By analyzing the 15-second TikTok overlay text of ordinary netizens, this study expands the scope of pragmatic and rhetorical analysis into the realm of digital

political communication, which remains underexplored. Most significantly, this integrated application resulted in the empirical finding that the dominant persuasion logic in short political videos is efficiency and effectiveness. Short duration is not an obstacle but a strategic resource for citizen creators who use emotive and poetic functions to achieve maximum impact in minimal linguistic space. Thus, persuasion is not weakened by being short but rather becomes more concentrated and strengthened. These findings mark a shift in the way we understand digital rhetoric. The intensity of persuasion is now born more from citizen content than institutions, placing netizens as important rhetorical actors in shaping digital political discourse.

The reason for choosing 15-second politics content created by citizens on TikTok as the subject of research is its creative, honest, and representative nature. The public content in this is interesting because it prompts conversation through emotional, short, and spontaneous communication that conveys criticism, opinions, or satire. Advantageously, the research subjects not only display formal political views, but also public issues that encourage audience participation and critical discussion in the digital space. The 15-second format that nearly 70% of Gen Z loves is not a limitation, but a rhetorical challenge; citizen creators must maximize language efficiency and rhetorical appeal to keep their short messages persuasive. Repeated exposure to the *For You Page* amplifies the long-term effects, in line with TikTok's algorithm that highlights emotional and digestible content. Thus, the short duration actually intensifies persuasion, making citizen content the main arena for the formation of digital political discourse.

This study stems from the assumption that 15-second political content created by netizens on TikTok not only serves as a medium for political information but

also implies a persuasive strategy that emphasizes the use of emotional language and appeals. A further assumption is that the audience viewing this short content is pragmatically active, with the freedom to interpret the speaker's intentions and implied meanings. These interpretations can elicit various reactions, from political awareness to the urge to participate in politics (demonstrations or support). The final assumption is that by using functional pragmatic analysis through Roman Jakobson's theory of language function, this study can reveal how rhetoric works, communicative (referential) purposes, expressing emotions (emotive), inviting the audience (conative), building closeness (phatic), explaining meaning (metalingual), and adding aesthetic effects (poetic), as well as the use of concise language in 15-second content. This approach helps to uncover the hidden meaning behind citizens' statements.

The purpose of this study is to provide an in-depth description of the language functions used by civilians to construct persuasive rhetoric in short political content on TikTok. Specifically, it aims to answer two questions. First, what types of language functions as proposed by Jakobson appear in the political content created by citizens on TikTok? Second, how do these language functions contribute to shaping persuasive rhetoric in 15-second political communication?

B. Research Question

The purpose of this study is to develop an in-depth understanding of pragmatic functions in constructing persuasive rhetoric within citizen-created political TikTok posts. To be more specific, this study answers the following two questions:

1. What types of language functions as proposed by Jakobson, appear in the political content created by citizens tiktok?
2. How do these language functions contribute to shaping persuasive rhetoric in 15-second political communication?

C. Significance of the Study

This research has important benefits because it offers substantial contributions, both theoretically and practically. Theoretically, this research enriches functional pragmatic linguistic knowledge by providing an effective foundation for uncovering the persuasive rhetorical strategies implied in concise modern political communication. The results of this analysis serve as a key case study demonstrating how Roman Jakobson's linguistic functions act as tools for mobilizing political awareness in 15-second TikTok videos. Meanwhile, in practical terms, this research benefits society and digital audiences by increasing their critical awareness of short political messages on TikTok, supporting them in identifying and analyzing how language is used to influence opinion and mobilize participation (calls to action).

D. Scope and Limitation

The scope of this study is pragmatics because, as this research aims to analyze persuasive rhetoric communication strategies through a functional pragmatic approach, the theory used in this study is an analysis framework for language function by Roman Jakobson (1987). Jakobson divides language function into referential, conative, emotive, phatic, metalingual, and poetic. The study focuses on how language is used strategically to achieve a persuasive

effect in the context of short video political messaging. The scope of this research has clear limitations. Audience perception, sociological impact (such as the number of views, likes, or comments), or the effectiveness of mobilization in the field are not covered in the scope of this research, because the main focus of this research is on language strategies and pragmatic functions in the content. Furthermore, because this research is qualitative in nature, the findings are based on the interpretation of text and context, not on general statistical conclusions.

The limitation of the research is focuses on the analysis of persuasive rhetoric linked through language in 15-second political content created by TikTok citizens/netizens. The data used in this study is limited to the overlay text of selected content published during a specific period. Using a functional pragmatic analysis framework (Roman Jakobson's theory of language function), this study examines how language functions collaborate in forming persuasive strategies. Therefore, the purpose of this research is to provide a critical and in-depth understanding of persuasive language strategies in the context of short political communication, not just to draw general conclusions about overall digital political participation. TikTok content is indeed multimodal, combining text, audio, music, images, and gestures, but this research is deliberately limited to verbal analysis in the form of text overlays. This limitation was chosen because the theoretical framework used is functional pragmatics (Jakobson's language function) and Aristotle's rhetoric which focuses on linguistic aspects. Incorporating audio or visual elements will require other frameworks such as *multimodal discourse analysis* and risk methodological inconsistencies.

Therefore, although it is recognized that non-verbal elements such as background music can amplify emotional and persuasive effects, this study still focuses on verbal analysis in order to maintain theoretical coherence. Multimodal studies are recommended as the next direction of research.

E. The Definition of Key Terms

1. Persuasive Rhetoric

Persuasive rhetoric is the art and science of using language effectively to influence the thoughts, attitudes, and actions of an audience. Simply put, persuasive rhetoric is how someone uses words or forms (symbols/visuals) to convince others.

2. Pragmatic Function

Pragmatic function is a core concept in the study of pragmatics that refers to the communicative purpose or intention that the speaker wants to achieve through language in a particular social context.

3. Roman Jakobson's Functions of Language

Roman Jakobson's functions of language are a model or theory that provides a systematic framework for classifying the purpose or intention of communication contained in an utterance or language. It uses a framework of six functions (conative, emotive, poetic, referential, metalingual, and phatic).

4. 15-Second Politics

15-second politics is a symbol or term that can be defined as a useful metaphor for political communication strategies and phenomena in the digital age, which is dominated by short video platforms such as TikTok.

5. TikTok

TikTok is a social media platform and video hosting service that allows users to express, create, edit, and share diverse and creative short video content.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will discuss several foundational theories underlying this study, including A.) Pragmatics, B.) Language Function C.) Persuasive Rhetoric. These main points will be further elaborated in the subsequent sections.

A. Pragmatics

Pragmatics is a branch of linguistics focused on the relationship between language, context, and also how language is used in communication, both in direct interaction or digital communication (Feruza, 2023). In this digital age, the use of language on platforms TikTok is also part of real communication, because it involves the speaker's intention, audience, and communicative purpose in a particular social context, thus falling within the scope of pragmatics. According to Leech, (1983), pragmatics studies how utterances acquire meaning in specific situations through the principles of communication.

In line with this, Levinson (1983) explains that pragmatics is used as a study of the relationship between language and context, which can be the basis for understanding meaning. Meanwhile Yule, (1996) defines pragmatics as focusing on the meaning intended by the speaker and the meaning interpreted, so that what is conveyed contains more meaning than what is explicitly said.

From a pragmatic perspective, language is not only viewed as a grammatical structure system, but also as a tool for performing actions and

achieving communicative goals (Habermas, 1998). According to Carey (1995) pragmatics is also related to how speakers use language to achieve specific goals in social interactions. This shows that language is always related to the function and purpose of communication.

In this era of social media, digital communication contexts, such as political content on TikTok, have emerged, making a pragmatic approach relevant to understanding how short messages can have complex meanings (Cervi et al., 2021). Therefore, pragmatics provides a theoretical framework for analyzing how language function in this communication context. Thus, in this study, the concept of language function is used to interpret how this function plays a role in building persuasion in TikTok political content.

B. Jakobson's Language Function

Jakobson (1987) introduced the Theory of Language Functions, which views language not only as a system of structure and grammar but also as a tool for communication with specific purposes. This theory regarding the function of language, first published comprehensively in his monumental work *Linguistic and Poetics* (1987), became the fundamental framework for understanding the complexity of verbal communication.

Jakobson (1987) argued that communication is not merely a one way transmission of information, but a process involving many interconnected elements and functions. Thus, this theory evolved from a model of one way information delivery to a process involving many interconnected elements and functions. Jakobson (1987) explained that every act of communication

involves six essential elements: context, sender (addresser), receiver (addressee), messages, code, and channel:

- 1) *The sender (addresser)* is the individual or person who conveys the message. The sender plays a central role in determining the orientation and purpose of communication.
- 2) *The addressee* is the audience or individual targeted by the message, which consists of at least one person but can include many people.
- 3) *Context* refers to the conditions and environment that shape the meaning of a message in a communication interaction.
- 4) *A message* is the actual content that can be communicated, either verbally or through other linguistic elements.
- 5) *Contact* is the physical channel and psychological connection that enables communication to take place and be maintained.
- 6) *Code* is a system of signs and rules used to create messages, such as natural language, Morse code, or other symbol systems that must be mutually understood by the sender and receiver.

Each element of communication has an interrelated language function. Although all six functions may be present in a single communication, one function will usually be dominant and determine the main character of the communication (Miller, 2017). These six elements are related to six different functions of language: referential, emotive, conative, phatic, metalingual, and poetic.

1. The Referential Functions

The referential functions or denotative functions focus on context and aim to convey objective information about external reality. These functions are commonly found in scientific, journalistic, and educational texts that prioritize factual explanations (Adil et al., 2020). Statements such as “The president was inaugurated on December 21” are classic examples of the referential function.

2. The Emotive Function

This function can be called expressive function, which focuses on the sender and expresses the speaker’s attitude, feelings, or emotions towards what is being discussed (Adil et al., 2020). Interjections such as “Wow”, or evaluative statements such as “I am happy with this result” reflect the emotive function.

3. The Conative Function

The conative function is oriented towards the receiver and aims to influence the audience's attitude or behavior (Putri et al., 2018). This function is highlighted in imperatives, questions, and invitations. Leech, (1983) Advertising slogans, for example, “Just Do It,” are manifestations of the conative function. In her research on the application of Jakobson's theory in teaching English as a foreign language (TESOL), she emphasizes the importance of understanding the conative function in a cross-cultural context, because the way commands or invitations are conveyed can vary greatly between

cultures. For instance, in some Asian cultures, indirect commands are more acceptable than explicit imperatives.

4. The Phatic Function

Phatic function in political communication refers to the use of language that aims to establish, maintain, and strengthen social contact and interpersonal relationships between political communicators, like activists or content creators, and their audience, without necessarily conveying substantive informational and ideological content (Knierim et al., 2025).

5. The Metalingual Function

The metalinguistic function (or reflexive function) refers to the code itself and is used when language discusses language. This function is active in definitions, grammatical explanations, clarification of word meanings, or discussions about the proper use of language (Asif et al., 2024). Statements such as “The word ‘epistemology’ means the theory of knowledge” or “What do you mean by ‘immediately’?” demonstrate the metalinguistic function.

6. The Poetic Function

This function focuses on the message itself, specifically its form and manner of conveyance. According to Capone, (2023) the poetic function is the projection of the principle of equivalence from the word choice to the way words are arranged. In other words, this function emphasizes the formal aspects of language, such as rhyme, rhythm, alliteration, and wordplay to create an aesthetic effect. Even though

dominant in poetry, the poetic function is also present in advertising slogans, proverbs, and even everyday conversation.

C. Persuasive Rhetoric

Aristotle's theory has an application to political communication. Aristotle defines Rhetoric as "the faculty of observing in any given case the available means of persuasion." Carey, (2023). Aristotle., (1967), in his work "The Art of Rhetoric" explains that persuasion has three main elements, namely logos (arguments based on general facts or logical reasoning), ethos (the credibility of the speaker), and pathos (the emotional response generated from the audience through the speaker's words).

Persuasive rhetoric is a strategy of using language to influence the thoughts and attitudes of an audience (Ordenes et al., 2019). This study examines the interrelation between rhetoric and language function theory in the context of political digital communication on TikTok. Jakobson (1987) emphasized that the theory of language function has a multifunctional role in communication, explaining that every act of communication carries out various functions, such as referential, emotional, and poetic, with one function usually becoming dominant depending on the context of the communication. Conversely, rhetorical theory classification of persuasive strategies into three components: logos (logical reasoning), ethos (credibility and character, and pathos (emotional appeal) (Aristotle, 1967). The integration of these two theoretical frameworks, Jakobson's language function and Aristotle's

rhetorical appeals, facilitates a more comprehensive and nuanced analysis of politics on TikTok, as they reinforced and complement each other.

1. Logos

Logos is a Greek word that means logic. Logos refers to the communication strategy that uses logical reasoning and evidence for persuasion, and can provide fact-based evidence to reduce perceived risk (Ghasemi, 2020). Aristotle (1967) uses logos to refer to proofs available in words, speech, or arguments. According to (Firdous et al., 2023) logos in the speaker's appeal, and there are two types, inductive logic and deductive logic . Inductive logic is when the speaker presents several examples to the audience and then draws a general conclusion from those examples (Firdous et al., 2023). Deductive logic is a method where writers present general propositions to the audience and then draw specific statements of truth (Firdous et al., 2023).

Logos in political TikTok content persuades the audience through reasoning and evidence-based argumentation (Triana Santi, Katimin, 2024). Political messages are constructed in the form of rational propositions that invite logical analysis from viewers (Marcotte & Stokowski, 2021). For instance, political TikTok content may feature text overlays, infographics, or quantitative data to illustrate policy effectiveness, election trends, or socioeconomic consequences.

2. Ethos

Ethos, which appeals to the character and credibility of the speaker. According to Aristotle (1967), ethos refers to how credible and trustworthy a writer is, this credibility is often derived from the speaker's character, personality, or even personal experience (Hidayah, 2025).

The character of a speaker helps in persuasion, and ethos appeals to the audience by highlighting ethics and credibility (Firdous et al., 2023). Ethos is important in persuasive communication, particularly in political content, because the audience is more likely to accept and evaluate the speaker's claims as true if the speaker is seen as trustworthy or knowledgeable.

3. Pathos

Pathos involves appealing to the audience's emotions. The goal of every content TikTok is to persuade the audience, so it is important to put the audience in the right emotional state (Hassan et al., 2022). Pathos often makes it easier for the audience to accept, believe, or even act on the information conveyed by the speaker.

Pathos connects the audience emotionally and causes them to feel what the writer feels. Pathos affects the audience's feelings and awareness; it also has a rhetorical impact on readers' decisions and actions (Firdous et al., 2023). According to Aristotle (1967) used pathos describe an influential approach, emphasizing that humans are not born with mechanically formed skills, but rather develop

according to the emotions and feelings they experience. Therefore, every communication and educational practice must take into account the emotional aspect as the core of human experience (Oraby et al., 2017).

Although this study uses Aristotle's classical framework (ethos, pathos, logos) as the primary lens, recent studies show that all three elements remain relevant in digital communication, particularly on TikTok (Ureke, 2024). Medina et al. (2023) found that political actors on TikTok still rely on ethos, pathos, and logos, even when their messages are often wrapped in entertainment content. Pathos is even more dominant because the platform encourages engagement through easily shared emotions.

Thus, despite being born in ancient Greece, Aristotle's concept remains relevant for analyzing persuasive strategies in modern political communication on TikTok, as it explains how text messages remain effective in influencing audiences.

CHAPTER III

RESEARCH METHOD

This chapter provides an explanation of the research methods used in this study, including research design, data sources, data collection, and data analysis.

A. Research Design

This study utilizes a descriptive qualitative method to analyze the data. This method is suitable for this research because it focuses on exploring the meaning, function, and interpretation of how language functions operate within digital political communication rather than numerical data. According to Creswell, (2023) qualitative research is applicable when the researcher aims to explore and analyze social phenomena that occur around us in depth, specifically when meaning and context play a significant role in interpretation. Therefore, based on the data in this research, which consists of citizens who create political posts on TikTok expressing opinions, critiques, or persuasive messages about current political issues in Indonesia, the method will be relevant to this study.

B. Data Sources

This study chose data from the TikTok platform, including 15-second political TikTok videos created by ordinary citizens. The data is in the form of text overlay; therefore, the researcher only analyzed the words, phrases, and sentences used, excluding emojis, audio, and other non-verbal features. The data are taken from a few TikTok videos created by Indonesian citizens, which discuss political and social issues such as public protests, transparency of government policies, and criticism toward the parliament. To ensure relevance,

this study, the researcher also collected data from March 2025 to December 2025. The March-December 2025 period was chosen because it includes a continuous wave of citizen political mobilization. It began after the Dark Indonesia movement (February 2025) and culminated in a large demonstration in August 2025 over the transparency of DPR allowances, which gave rise to the demand for "17+8" for transparency and accountability. These demands continue until the end of the year, so the period captures the entire cycle of political discourse, from the initial trigger to the peak of mobilization to the follow-up impact. Thus, this deadline reflects a whole socio-political phenomenon, not just a calendar span. and used one of the hashtags such as **#Politics, #fyp, and #indonesia**. The data were also selected in English.

C. Data Collection

The data for this study were collected using the researcher personal TikTok account through purposive sampling, which involves the deliberate selection of data according to relevant criteria. The data collection process involves several steps. First, the researcher used the TikTok platform to collect data by searching the hashtags **#Politics, #fyp, and #indonesia** in the search bar for content related to discussing political and social issues, such as public protests, transparency of government policies, and criticism toward the parliament. Second, after the initial research, the researcher carefully conducted data reduction by only selecting videos that met the predetermined criteria, namely videos created by civilians related to political news issues in Indonesia, lasting approximately 15 seconds, persuasive in nature, opinion-based, and also prioritizing viewers who have a relatively high number of views as an indicator.

Videos that did not meet these criteria were excluded to maintain data relevance and focus. Third, the data collection process involved a documentation technique that included downloading or taking screenshots of the data found. Fourth, after documentation, the researcher conducted data coding; each word or phrase was coded according to Jakobson's six language functions: referential, emotive, conative, phatic, metalingual, and poetic. Additional codes related to persuasive rhetoric (ethos, pathos, and logos) were also assigned to identify rhetorical strategies within the data. Lastly, data were displayed by organizing the coded data into tables. This researcher can show patterns of pragmatic function and persuasive rhetoric in each selected TikTok video. Therefore, this makes the interpretation and comparison clearer and more systematic.

D. Data Analysis

After collecting data, the researcher followed a structured process to conduct the analysis. The textual components extracted from the videos were organized, categorized, and interpreted according to Roman Jakobson's (1987) six language functions: referential, emotive, conative, phatic, metalingual, and poetic. Then, each text was further analyzed using Aristotle's (2) rhetorical theory to identify persuasive strategies. The findings from this pragmatic analysis were interpreted through Aristotle's rhetorical framework, which includes ethos (credibility), pathos (emotional appeal), and logos (logical reasoning). This dual-framework approach allows the researcher to examine both the pragmatic functions of language and the rhetorical strategies used to achieve persuasion in short-form political communication. Moreover, the

researcher concludes by addressing the research questions regarding the pragmatic functions of language and how these functions contribute to the shaping of persuasive rhetoric in 15-second political TikTok posts created by citizens.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses the research findings and relates them to the research question. The researcher will provide the analysis in the findings section, while the discussion section will elaborate on the relationship between the research findings and the theoretical framework. Therefore, this chapter addresses the two research questions proposed in the first chapter of this study.

A. Findings

In this section, the study presents findings from 20 videos across various TikTok user accounts. To analyze these objects, researchers used two theories: Jakobson's (1987) theory of language function and Aristotle's theory of persuasive rhetoric. Jakobson divides language function into six parts: referential, emotive, conative, phatic, metalingual, and poetic. Meanwhile, Aristotle divides persuasive rhetoric into 3 parts: pathos, ethos, and logos. In this study, the researcher explained the language functions and persuasive rhetoric used by citizens in TikTok posts.

Datum 1

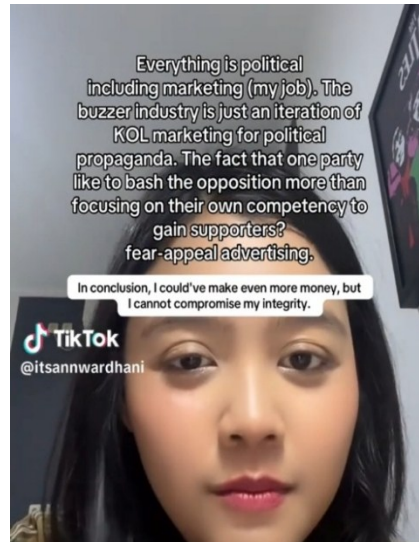


Figure 1

@itsannwardhani

"Everything is political including marketing (my job). The buzzer industry is just an iteration of KOL marketing for political propaganda. The fact that one party like to bash the opposition more than focusing on their own competency to gain supporters? fear-appeal advertising. In conclusion, I could've make even more money, but I cannot compromise my integrity."

Context

Data 1 contains TikTok videos uploaded by @itsannwardhani account, also known as AW, a content creator who explicitly mentions in the video that he works in *marketing*. The video features AW filming himself with a very distinctive facial expression, a thin smile that hints at an announcement and satisfaction, a calm nod of the head, and a raised eyebrow showing a nonverbal gesture that in the context of everyday conversation is equivalent to the phrase *"right?"* or *"Yes, that's how it is"* without a word being spoken. Speech text is displayed as an overlay on top of

the video, so the message is conveyed through two channels at once, the text is read and body expressions are seen. The combination of the two is a mutually reinforcing layer of meaning against what the text says that is reinforced by what the AW body implicitly "says." This video was uploaded due to *the context of the search #buzzerpolitik*, which suggests that this content responds to the increasingly talked about public discussion about the role of buzzers, accounts paid to spread certain political narratives on social media, in the state of Indonesian politics. AW positions himself as a person who works in the marketing industry *speaking* from an interesting position, he is not an outside observer, but someone who is in the system he criticizes. In addition, the emotional function is also evident in AW: *"I can make more money, but I can't sacrifice my integrity."* Here, the focus shifts from factual explanations to personal expression. AW shows inner conflict, namely consciously refusing to be a political buzzer means missing out on money opportunities, but he emphasizes that integrity is a boundary that cannot be violated. Nonverbal expressions such as a faint smile, gentle nod, and raised eyebrows further accentuate his emotional attitude. These body movements convey a sense of saturation and a deep understanding of the system, as if to say, *"I know how it works, and I'm fed up."*

Analysis

In datum 1, the content uses a double language function, **as classified by Roman Jakobson (1987)**, namely the **referential and emotional functions**. The **referential function** is reflected in the creator's explanation of the buzzer industry and the use of marketing terms such as *"KOL marketing"* and *"scarecrow advertising"*, which provide contextual information about political propaganda

practices. Meanwhile, emotional function appears in the statement *"I can make more money, but I can't sacrifice my integrity,"* which reveals the creator's personal values and moral attitude. **Pragmatically**, the speech positions the creator as a marketing practitioner and a caring citizen, allowing him to critique political communication practices from an insider's perspective. **This position suggests** that criticism is based not only on personal opinions but also on professional experience and ethical considerations.

This function of language contributes to the ethos, as the combination of expertise and integrity strengthens the credibility of the creator. **As a result**, audiences are more likely to perceive the message to be trustworthy and authentic rather than just subjective criticism. **As a result**, short-form content effectively transforms personal experiences into persuasive political commentary. **This strategy allows creators** to raise public awareness of political propaganda practices while maintaining credibility through professional and moral authority.

Datum 2

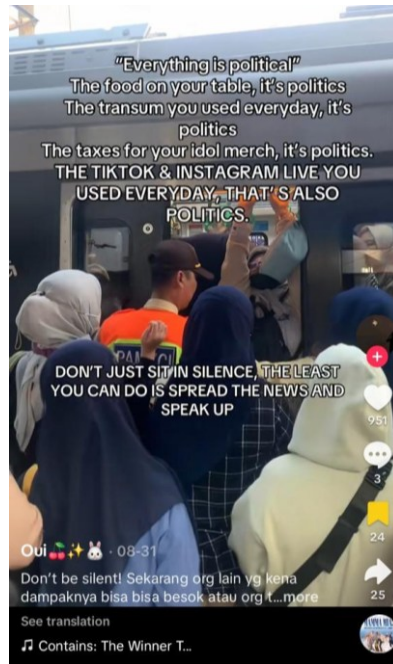


Figure 2

@kyutilpie

"Everything is political. The food on your table, it's politics. The transum you used everyday, it's politics. The taxes for your idol merch, it's politics. THE TIKTOK & INSTAGRAM LIVE YOU USED EVERYDAY, THAT'S ALSO POLITICS. DON'T JUST SIT IN SILENCE, THE LEAST YOU CAN DO IS SPREAD THE NEWS AND SPEAK UP."

Context

In datum 2, there is a TikTok video uploaded by the @kyutilpie account on August 31, related to the political context of the student and civil society demonstrations in turmoil at the time, voicing demands for transparency from the DPR. So that this video post looks prominent rhetorically, not only because of the text but also because of the account owner's visual selection, which captures the

atmosphere of the KRL at rush hour, crowded and requiring the help of security guards to close the train door. The visual looks strategic because it depicts the real experience of millions of workers and middle-class people in Indonesia. By connecting clearly visible everyday conditions with political messages, he succeeds in making abstract politics feel close and relevant to the current situation. The sentence that reads *DON'T JUST SIT IN SILENCE, THE LEAST YOU CAN DO IS SPREAD THE NEWS AND SPEAK UP* emphasizes that if we are silent, it means allowing ourselves to be the next victim. The music of *The Winner Takes It All* reinforces the nuances of injustice and a sense of defeat that it wants to convey.

Analysis

Datum 2 as classified by Roman Jakobson (1987) shows both **referential and conative functions**. The referential function is reflected in the presentation of aspects of daily life, such as food, transportation, taxes, and social media, which emphasizes that politics affects ordinary citizens directly. Meanwhile, the conative function emerges through the capital instruction "*DON'T JUST SIT STILL...*," which serves as an explicit call for the audience to become more aware and actively respond to current political issues. **Pragmatically**, speech moves more than just informing audiences about the presence of politics in everyday life and seeks to transform awareness into participation. **This position shows** that citizens are not passive observers but individuals who share the responsibility to respond to political conditions.

This function of language contributes to logos and pathos. Concrete examples and visual representations of crowded public transport reinforce the logo

by providing relatable evidence, while direct calls and a sense of collective urgency evoke grief by encouraging emotional engagement. **As a result**, audiences may perceive political participation as necessary and personally relevant. **As a result**, the combination of factual context and emotional urgency makes short messages highly persuasive. **This strategy allows** creators to promote civic awareness and encourage collective action through a compact digital format.

Datum 3

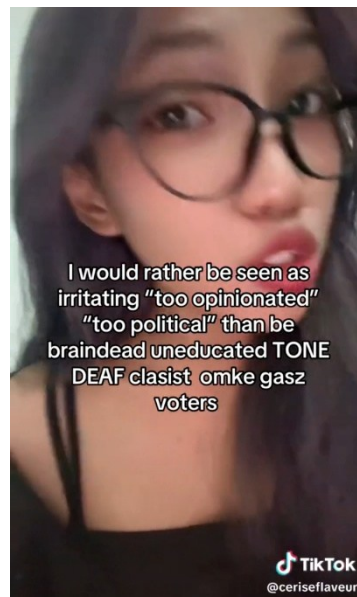


Figure 3

@ceriseflaveur

"I would rather be seen as irritating 'too opinionated' 'too political' than be braindead uneducated TONE DEAF clasist omke gasz voters."

Context

Datum 3 is a TikTok video uploaded by the @ceriseflaveur account on March 21, 2025, exactly one year after the Prabowo Subianto-Gibran Rakabuming Raka pair officially won the 2024 Presidential Election with around 58% of the

votes. This time gap is also important because the video is not a spontaneous reaction but rather an anger that has been settling for a long time and is now appearing in a more structured way. Visually, he appears directly in front of the camera with an angry and disappointed expression without concealing it. There was no smile or reflective calm as in the other finds, his direct gaze creating a sense of defiance, as if forcing the audience to determine an attitude.

The context is layered because, for some progressive young people, the 58% victory is considered evidence of collective failure; the public is considered to ignore Prabowo's human rights issues; there is controversy over the Constitutional Court's decision acquitting Gibran; and there are concerns about the deterioration of democracy.

Analysis

If, in the previous data, the emotive function appeared with calm delivery and firm but controlled proposals, in this data 3 there was a dominant emotional function in the form of open anger without filtering. The account owner piled up words with increasing intensity: *"brain dead"*, *"uneducated"*, *"tone-deaf"*, *"class"*, *"omke gasz voter."* Each word creates an attack on the capacity for thinking, access to knowledge, social sensitivity (emphasized in capital letters), class consciousness, and a specific political identity. **These sentences serve not only as an outpouring of personal emotions but also as a means to express collective dissatisfaction with individuals** considered politically insensitive. **This attitude suggests** that content creators are trying to build solidarity with audiences who share similar frustrations and experiences.

This linguistic function primarily contributes to grief by evoking anger, disappointment, and a sense of injustice, while the ethos is established through content creators' willingness to openly embrace labels such as *"too stanny"* or *"too political"*. **As a result**, audiences who face similar criticism may feel represented and emotionally connected to the message. Thus, this short-form content transforms personal emotions into collective political expressions. **This strategy allows content creators to reinforce the group's identity** and enhance the message's persuasive impact through emotional resonance.

Datum 4

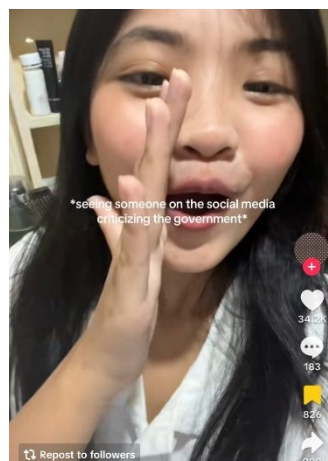


Figure 4

@muyalahirjuni

"seeing someone on the social media criticizing the government"

"so u think if anyies or geanjar become the leader, they would be better?"

Context

This data comes from a TikTok upload *by the @muyalahirjuni* account in 2025 when criticism of the Indonesian government is increasing due to various issues that are happening, one of which is causing demonstrations. In this situation,

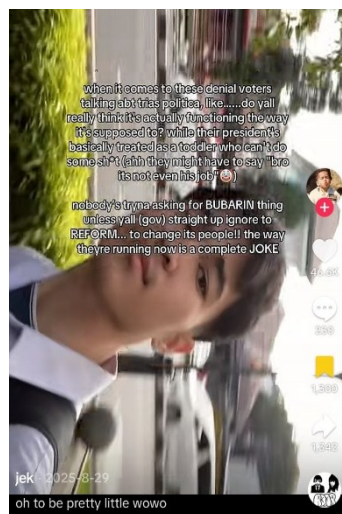
social media is filled with criticism of the government and debates between political supporters. This video features a woman with two different expressions. At first, he covered his mouth while displaying the text *"seeing someone on social media criticizing the government"*, which described a supportive reaction to people who dared to criticize the government. After that, his expression grew sharper with the text "So you think if Anyies or Geanjar become the leader, they would be better?" This sentence is not a real question but rather mimics a common response in online political debates, where criticism is deflected by comparisons to other figures. The use of *the Congratulations* sound adds a sense of irony and sarcasm to the video.

Analysis

According to Jakobson's (1987) theory of language function, this data is dominated by **emotional function**. The emotional function can be seen in how creators convey innuendo and frustration, shaping netizens' response patterns that often appear when people criticize the government on social media. In the sentence *"so do you think if Anies or Ganjar become leaders, they will be better?"* not to seek answers but to satirize the debate pattern that silences criticism. The creator's cynical gaze confirms the unclear pattern of netizens' political debates. **From a pragmatic perspective**, sentences function as a form of dissatisfaction with unhealthy patterns of political communication on social media. **This position suggests** that the creators are trying to challenge the audience to focus on the substance of the criticism rather than engaging in polarized comparisons between political figures.

This function of language mainly contributes to sadness, since sarcasm, irony, facial expressions, and satirical use of the "Congratulations" sound evoke political frustration and disappointment. **As a result,** audiences who share similar experiences may feel emotionally connected to the message and become more critical of disparaging response patterns. **As a result,** this convergence between emotional function and pathos is mechanically built on sarcasm and irony as strategies to create implications, with the audience's recognition of the gap between literal words and implied meaning generating a sense of mutual cynical solidarity, which is precisely an engineered persuasive effect.

Datum 5



@jeklearnstorock

"when it comes to these denial voters talking abt trias politica, like.....do yall

*really think it's actually functioning the way it's supposed to? while their president's basically treated as a toddler who can't do some sh*t (ahh they might have to say 'bro its not even his job') nobody's tryna asking for BUBARIN thing*

unless yall (gov) straight up ignore to REFORM... to change its people!! the way theyre running now is a complete JOKE"

Context

The TikTok video, uploaded by the @jeklearnstorock account on August 29, 2025, appeared right in the middle of a wave of demonstrations by Indonesian students demanding reform of the House of Representatives. The timing is important because it makes the account owner's speech seem stronger, as the video is not just a personal opinion but part of a large current of public discourse that is heating up. JK used the momentum of the demonstrations, employing sarcastic innuendo to highlight the inequality of political imagery. The additional caption on the post, "oh to be pretty little wowo," is a sarcastic jab at Prabowo Subianto, combining mockery of "wowo" with the "gemoy" image built during the 2024 presidential election campaign. In the context of large demonstrations, this caption becomes ironic, highlighting the gap between political imagery and reality. The video received a huge response, with tens of thousands of likes, thousands of saves and shares, showing that JK's line successfully represents the feelings of many people who are disappointed and gives them a language to express these emotions.

Analysis

According to Jakobson's (1987) theory, datum 5 is dominated by **the emotional function**, as reflected in the creator's expression of disappointment and rejection of *the "denial voter"* through emotionally charged labels and sarcastic comments. **Pragmatically**, speech serves not only as a form of criticism but also as a means of expressing collective dissatisfaction with the political state and those

who continue to defend it. **This position suggests** that creators are seeking to strengthen solidarity among audiences who share similar frustrations while challenging opposing viewpoints.

This function of language mainly contributes to sadness, since sarcasm, insulting metaphors and emotionally charged expressions evoke anger and disappointment. **As a result**, audiences experiencing similar concerns may feel represented and emotionally connected to the critic. **As a result**, short-form content turns individual frustration into a collective political expression. **This strategy allows creators to** enhance emotional resonance and amplify the persuasive impact of the message despite the limited video duration.

Datum 6

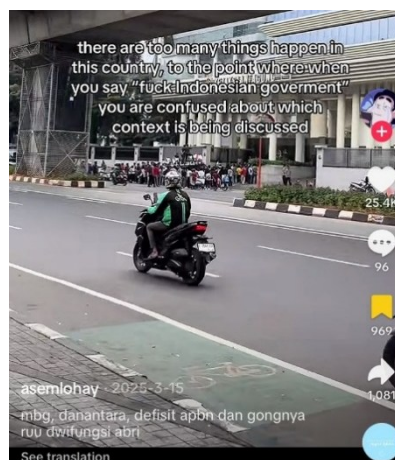


Figure 6

@dumbaccxx

*“there are too many things happen in this country, to the point where when you say “fu*k Indonesian goverment” you are confused about which context is being discussed”*

Context

In the TikTok video from the @dumbaccxx account uploaded on March 15, 2025, just when public unrest peaked against the various initial policies of the Prabowo-Gibran administration. The video caption mentions four major issues at once, the Free Nutritious Meal (MBG) program which is criticized about the budget, the Danantara investment agency which is considered prone to corruption, the state budget deficit due to populist programs, and the Dual Functioning Bill of the Indonesian Armed Forces which raises fears of the return of the dual role of the military like during the New Order period. These four issues appeared together over a short period, forming the basis for the account owner's remarks, highlighting the public's sense of overwhelm. The video received 25.4 thousand likes, 969 saves, and 1,081 shares, indicating that the "overwhelmed" expression it conveyed successfully captured the feelings of many people.

Analysis

According to Jakobson (1987), datum 6, both theories of language function identify two functions: **poetic, primary function, and emotion, supporting function**. The poetic function is evident in the creator's use of satirical and absurd sentence constructions, which combine irony and humor to critique the complexity of political issues in Indonesia. Meanwhile, emotional functions are conveyed indirectly through expressions of exhaustion and frustration, conveyed through sarcasm rather than explicit anger. **Pragmatically**, speech serves not only as a critique but also as a strategy to make political discontent more accessible and relatable to audiences. **It reflects the creator's attempt** to turn frustration into shared humor, allowing the audience to recognize the common experience without feeling directly confronted.

This function of language contributes to pathos and logos. Pathos arises through the emotional solidarity created by dark humor, while logos is established by implying that the abundance of political issues reflects broader systemic problems. **As a result,** the audience may be emotionally engaged while simultaneously recognizing the rational basis underlying the criticism. **As a result,** short-form content turns political frustration into humorous yet meaningful commentary. **Such strategies help content creators** to deliver sharp criticism in an entertaining, relatable, and persuasive way despite the limited video duration.

Datum 7

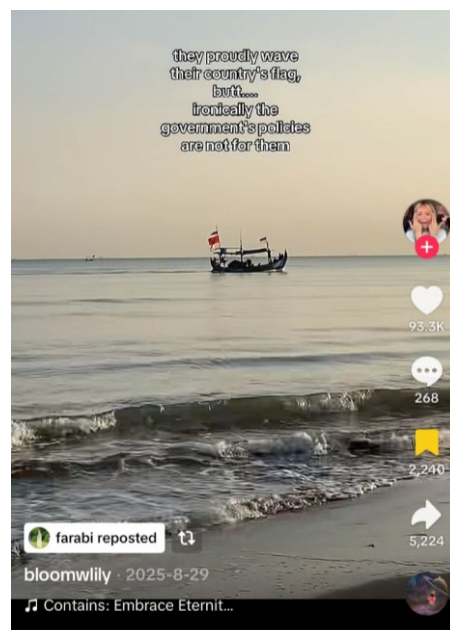


Figure 7

@bloomwlily

“they proudly wave their country's flag, but.... ironically the government's policies are not for them”

Context

In a TikTok video from @bloomwlily uploaded on August 29, 2025, coinciding with the peak of student and civil society demonstrations demanding reform of the House of Representatives. The sentence was seen using soft protest, BL did not convey it with a shout, but with a calmness that actually felt piercing. This strategy differs from other, more confrontational data. The video got 93.3 thousand likes, 2,239 saves, and 5,223 shares. The high number of *shares* relative to likes shows that BL's speech is not only popular but also considered important enough to spread more widely.

Analysis

According to Jakobson's (1987) theory, datum 7 shows **poetic and referential functions**. The poetic function is reflected in the ironic contrast between citizens' pride in their country and the perception that government policies are failing to serve them, while the referential function connects the message to broader political realities and public attention. **Pragmatically**, the speech serves as an emotional protest that distinguishes national identity from dissatisfaction with government performance. **This position suggests** that the creator sought to express criticism without rejecting patriotism, thus presenting political discontent as an act of concern rather than opposition to the nation itself.

This function of language contributes mainly to **pathos**, since the sense of disappointment and betrayal it evokes resonates with the audience who share similar experiences. At the same time, the referential function reinforces the message by grounding criticism in contemporary political reality. **Therefore**,

audiences may find the criticism to be emotionally relatable and socially relevant. **As a result**, short-form content transforms patriotic sentiment into a persuasive form of political criticism. **This strategy allows** content creators to convey dissatisfaction subtly but powerfully, making the message persuasive despite the limited video duration.

Datum 8

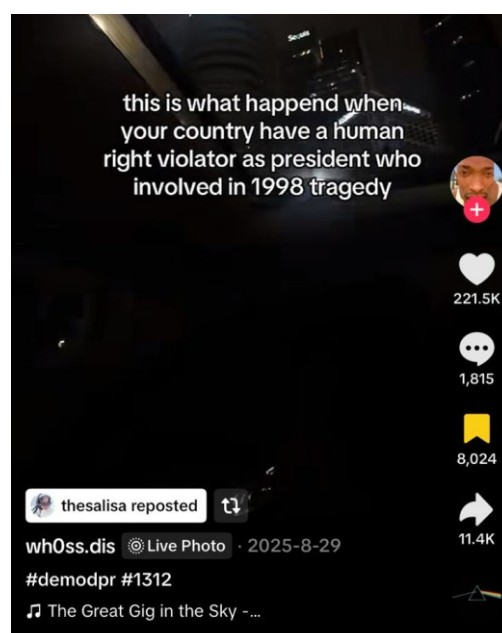


Figure 8

@wh0ss.dis

"this is what happend when your country have a human right violator as president who involved in 1998 tragedy"

Context

In the video uploaded by the TikTok account from @wh0ss.dis (WD) which was uploaded on August 29, 2025, right in the middle of the peak of the #demoDPR and #1312 demonstrations. Hashtag #1312 refers to the warning of cases of gross human rights violations that have not been legally completed, so the context is very

relevant to the content of WD's speech which links the political conditions of 2025 with the current president's human rights record.

The video received the largest response in the corpus: 221.5K likes, 8,015 saves, and 11.4K shares — the highest number of *shares* in the entire dataset. The high number shows the rhetorical power of the WD, which arises from the way he links the current situation to the 1998 tragedy involving president Prabowo Subianto as *Danjen Kopassus*. This can be seen because it succeeds in packing sharp political criticism in one dense sentence, connecting the past and the present.

Analysis

According to Jakobson's (1987) theory, datum 8 shows **both referential and emotional functions**. The referential function is reflected in the creator's reference to the unresolved events of the 1998 tragedy, which provides a factual and historical basis for criticism. Meanwhile, emotional function emerges through the use of morally charged expressions that convey disappointment and ethical concern. Pragmatically, speech serves not only to recall historical events but also to connect past injustices with current political realities. **This position suggests** that the creators sought to frame political criticism as a matter of collective memory and moral responsibility rather than personal opinion.

This linguistic feature supports logos and pathos. The Logos is established through the historical context and causal relationships presented in the message, while grief arises from the emotional resonance of unresolved injustices and collective suffering. **As a result**, the audience may find the criticism credible and emotionally meaningful. **As a result**, short-form content transforms historical

memory into persuasive political commentary. **This strategy** allows creators to strengthen public awareness and encourage audiences to reflect critically on contemporary political conditions by referring to the past.

Datum 9



Figure 9

@slurpingmyindomie

"how it feels like to celebrate August 17 in this current political climate."

Context

The data uploaded by the owner of the TikTok account @slurpingmyindomie (SL) on August 17, 2025, coincides with the 80th Indonesian Independence Day. This date coincides with patriotic significance, but the video appeared amid a wave of #demoDPR demonstrations highlighting issues such as the Dual Functioning Bill of the Indonesian Armed Forces, MBG, Danantara, DPR allowances, and the president's track record. Plus the caption *"never get tired of loving this nation"*. Under normal conditions, this sounds like a patriotic call. But

in the context of August 2025, the phrase is more of a bitter reminder, an invitation to continue loving the country despite disappointment with the government.

Analysis

According to Jakobson's (1987) theory, datum 9 shows **both fatigue and emotional functions**, with the dominant fatigue function. The function of fatigue is reflected in the expression "*how it feels*", which does not primarily provide information but rather builds an emotional connection and invites the audience to share experiences together. Meanwhile, the emotional function emerges through the creator's implicit expression of mixed feelings about celebrating "*Independence Day*" against the background of political discontent. **Based on a pragmatic perspective**, this phrase serves to foster a sense of togetherness, not to convey direct criticism. **This approach suggests** that creators seek to strengthen emotional bonds with audiences who may be experiencing pride and disappointment at the same time. **This linguistic function** mainly contributes to grief, as the contrast between national celebrations and political frustration evokes emotional resonance and collective reflection.

At the same time, logos arises through an implicit contradiction between the symbolic meaning of independence and the reality experienced by citizens. **As a result**, audiences may feel personally connected to the message and interpret their emotions as part of a shared social experience. **As a result**, this short content transforms individual feelings into collective emotional awareness. **This approach allows content creators** to communicate political discontent in a subtle yet persuasive way.

Datum 10

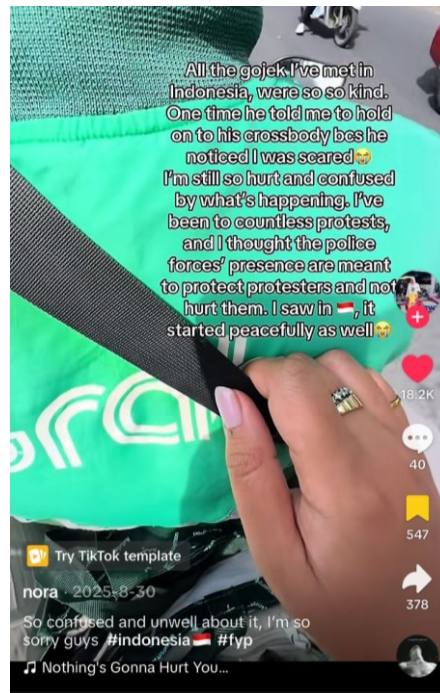


Figure 10

@norajooo

All the gojek I've met in Indonesia, were so so kind. One time he told me to hold on to his crossbody bcs he noticed I was scared 🥺 I'm still so hurt and confused by what's happening. I've been to countless protests, and I thought the police forces' presence are meant to protect protesters and not hurt them. I saw in ID, it started peacefully as well 🥺

Context

In a TikTok @norajooo (NR) video uploaded on August 30, 2025, right after the #AksiTuntutDPR demonstration, which ended in chaos with police violence. This video appeared during what many young people call *post-demonstration depression*, a collective sadness after the peaceful action turned chaotic because of

the incident of one of the gojek people being hit by the authorities during the demonstration. The caption read: *"So confused and unwell about it, I'm so sorry guys #indonesia ID #fyp"*, combining personal pain with an unclear apology addressed to whom, as if just witnessing it has caused guilt.

Analysis

According to Jakobson's (1987) theory, datum 10 reflects **both emotional and referential functions, with the emotional function** dominant. The emotional function is reflected in the creator's expressions of pain, confusion, and vulnerability regarding events experienced during the protests, while the referential function is supported by references to personal experiences and expectations about the role of the police in peaceful demonstrations. Pragmatically, the speech serves not only as a personal testimony but also as a means to question the legitimacy of an over-response to peaceful protests. **This approach suggests** that content creators aim to present political criticism through lived experience rather than abstract arguments, thus reinforcing the authenticity of the message.

This linguistic function contributes to pathos and logos. Pathos arises through the vulnerability of the content creator and the contrast between kindness and violence, which evokes empathy and sadness among the audience. Meanwhile, the logos is built through reference to previous protest experiences and the hope that authorities should protect peaceful demonstrators. **As a result**, viewers may see these criticisms as emotionally appealing and rationally justifiable. Thus, this short-form content transforms individual experiences into persuasive political testimonies. **This strategy allows** content creators to humanize political issues and

amplify the persuasive impact of their messages through emotional authenticity and experiential evidence.

Datum 11

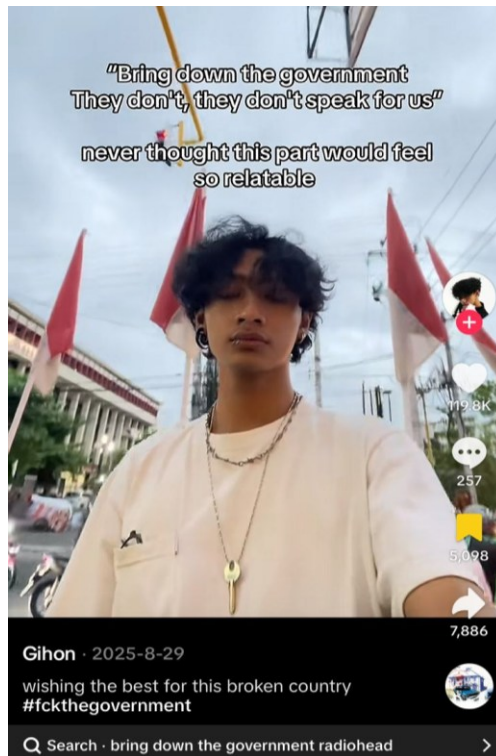


Figure 11

@gihon_thamrin

"Bring down the government. They don't, they don't speak for us"

"never thought this part would feel so relatable"

Context

In this TikTok video from @gihon_thamrin account uploaded on August 29, 2025, a video of a man on the street with many red and white flags. Overlay text that quotes from song lyrics and vents. Along with the caption *wishing the best for this broken country #fckthegovernment*" combines two emotions that are indeed

contradictory, namely hope and love for the nation, as well as anger towards the government. The tension between these two feelings lies at the heart of the account owner's message. The video received a huge response 119.7 thousand likes, 5,087 saves, and 7,884 shares, indicating that GH's message successfully represents the collective experience of many people, especially those who were previously not active in politics but who, in August 2025, feel they can no longer remain silent.

Analysis

In terms of Jakobson's (1987) theory of language function, **there are two poetic and emotional functions**. The poetic function in the song's lyrics, cited by GH as a protest, is the core message of this data sentence. In the rhythm of repetition "*they are not, they are not*" becomes the source of meaning. This repetition reinforces *the claim "they don't speak for us"*, making it feel like a collective truth rather than just a statement. The poetic function is evident in the creator's use of song lyrics as a central medium to convey criticism, while the emotional function is reflected in the creator's personal awareness that the lyrics resonate with current political realities. Pragmatically, speech functions not only as a personal expression but also as an act of recontextualizing artistic discourse to comment on contemporary political conditions. **This positioning suggests** that the creators sought to transform cultural texts into spaces with political meaning, allowing the audience to connect their experiences with the messages embedded in the lyrics. **This expression especially evokes sadness**, since the familiarity with the song and its emotional resonance evokes a feeling of solidarity and representation among the audience.

At the same time, logos arises through the implication that the perceived failure of political representation makes the lyrics relevant to the current circumstances. **As a result**, audiences can interpret the message as an emotional and socially meaningful connection. **As a result**, short-form content transforms artistic expression into persuasive political commentary. **This strategy allows** creators to amplify criticism by using cultural references that already carry emotional and symbolic meaning, making the message more persuasive despite the video's limited duration.

Datum 12

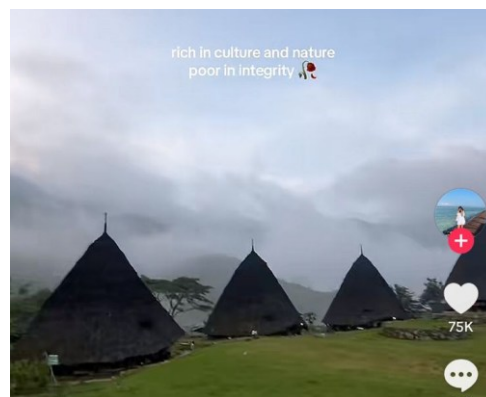


Figure 12

@zaravoyager

“rich in culture and nature poor in integrity 🇮🇩”

Context

This data was taken from a video uploaded by the @zaravoyager account on August 29, 2025, which is a video showing footage of beautiful Indonesian coastal scenery with clear blue sea water, green forests, and a calm natural atmosphere. The visual represents Indonesia's natural and cultural wealth which is often used as a positive image of the country. However, the atmosphere of the video

changes when an overlay text reads "rich in culture and nature, poor in integrity 🌹". Through this sentence, the creator conveyed criticism of Indonesia's social and political conditions, particularly regarding the integrity of the government and the state system. The word "integrity" refers to honesty, morality, and responsibility, so the phrase "poor in integrity" conveys disappointment with various political and government issues that were being discussed by the public at that time. The use of withered 🌹 flower emojis further reinforces the nuances of sadness and disappointment. Overall, the video shows how young people use TikTok to convey political criticism through a combination of aesthetic visuals and short, emotional, and persuasive text.

Analysis

According to Jakobson's (1987) theory, datum 12 reflects both **referential and emotional functions**. The referential function is reflected in the creator's reference to Indonesia's cultural wealth and natural beauty, while the emotional function is expressed through disappointment at the perceived lack of integrity in the political system. **From a pragmatic perspective,** speech functions not only as a comparison between the two conditions but also as a moral evaluation of the nation's priorities and governance. **This position suggests** that the creator sought to distinguish material and cultural wealth from ethical values, implying that national prosperity alone is not enough without integrity.

This function of language contributes to pathos and logos. Pathos arises through feelings of sadness and disappointment triggered by the contrast between national pride and political discontent, whereas logos is established through implicit

comparisons between external wealth and internal deprivation. **As a result**, the audience can recognize the contradiction between Indonesia's positive image and the integrity issues felt by citizens. **As a result, viewers tend to short-form content** turn simple contrasts into persuasive political criticism. **This strategy** allows creators to convey dissatisfaction concisely yet emotionally, making the message both persuasive and simple.

Datum 13



Figure 13

@dearestkeca

"the first one to talk shit about pemerintah has to pay"

Context

This data was found on a TikTok upload by the **@dearestkeca** account on February 28, 2025, and shows a woman with her friends eating dessert in a café with a relaxed atmosphere. However, the light-hearted atmosphere is contrasted with the overlay text "the first one to talk shit about the government has to pay".

This sentence uses the format of a barge joke, but in the social and political context of Indonesia at that time, its meaning became a form of satire against the public's fear of openly criticizing the government. The phrase "has to pay" not only means paying the food bill but also implies that the state of the country is hopeless, so those who cannot bear to discuss the country's problems have to pay. Overall, this video shows a form of mild political criticism or *soft protest* wrapped through humor and typical TikTok social media satire.

Analysis

In terms of Jakobson's (1987) theory of language functions, datum 14 is dominated by emotional functions in sentences. Emotional function is seen in the sentence *"the first person to talk nonsense about the government should pay"* because the speech expresses anxiety about the state of free speech in Indonesia. Through these simple jokes, they are made unique and concise, making them easy for TikTok viewers to understand. Similarly, those who start criticizing the government will lose out because they have to pay for food. **In this context, speech serves** not only as a joke but also as a form of indirect social criticism that highlights the perceived risks of expressing political opinions.

This suggests that the creators sought to communicate concerns about self-censorship and limitations surrounding public criticism without directly dealing with political authority. This function of language mainly contributes to sadness, since humorous scenarios evoke shared anxiety and worry among audiences who may experience similar fears. **At the same time**, logos arises implicitly through the assumption that criticism exists but is often limited by social

and political circumstances. **As a result**, audiences may interpret humor as a reflection of a broader issue regarding freedom of expression. **As a result**, short content turns everyday humor into persuasive political commentary. **This approach allows creators** to convey criticism in a lighthearted and entertaining way while maintaining emotional resonance and encouraging collective reflection on the state of public discourse.

Datum 14

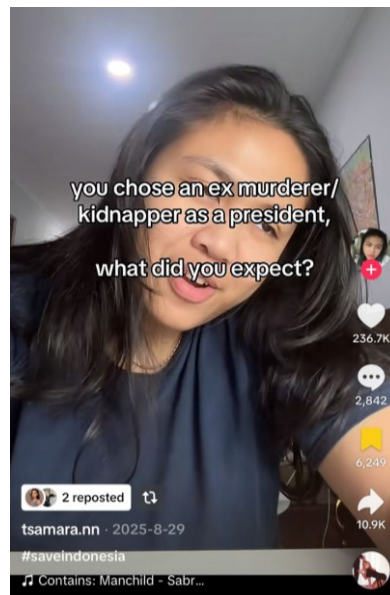


Figure 14

@tsamara.nn

“you chose an ex murderer/kidnapper as a president, what did you expect?”

Context

In the TikTok video, the @tsamara.nn account uploaded on August 29, 2025 shows a woman doing a lip sync video of the song manchild by Sabrina Carpenter with a cynical smile. By adding the text that directly criticizes President Prabowo Subianto and his supporters. The phrase "ex murderer/kidnapper" refers to alleged

human rights violations and activist kidnapping cases in 1997-1998 that have often been linked to Prabowo since the election period. This video was uploaded when Indonesia's political situation is heating up due to a large demonstration *#demoDPR* in August 2025 which was colored by the authorities' repressive actions against demonstrators. Through the question "what did you expect?", the creator conveyed satire to people who chose leaders with controversial track records, so that the repressive conditions that ensued were considered predictable consequences. The use of Sabrina Carpenter's "Manchild" also reinforces the satirical nuances of the government, which is considered immature and irresponsible. Overall, this video shows the form of direct and emotional political criticism that Gen Z uses on TikTok to express anger and disappointment with Indonesia's political situation.

Analysis

Datum 14 is characterized by **a conative function**, as reflected in the rhetorical question *"What do you expect?"* aimed at audiences who support the president-elect. Instead of seeking answers, the speech challenged the audience and encouraged them to reflect on the consequences of their political choices. **From a pragmatic perspective**, statements operate as a form of accountability, positioning the audience not as passive observers but as participants who share responsibility for the current political situation. By framing criticism through direct addresses, creators try to provoke self-reflection and stimulate emotional engagement.

The interaction between conative function and rhetorical appeal mainly reinforces sadness, since disappointment, frustration, and mistakes are conveyed through emotionally charged expressions. **At the same time**, rhetorical

questions implicitly invite the audience to evaluate the relationship between political decisions and their consequences. **Therefore**, viewers can interpret the message as a critique and a call for political awareness. **Through this mechanism**, creators turn dissatisfaction into a persuasive attraction that encourages viewers to reconsider their political stances.

Datum 15

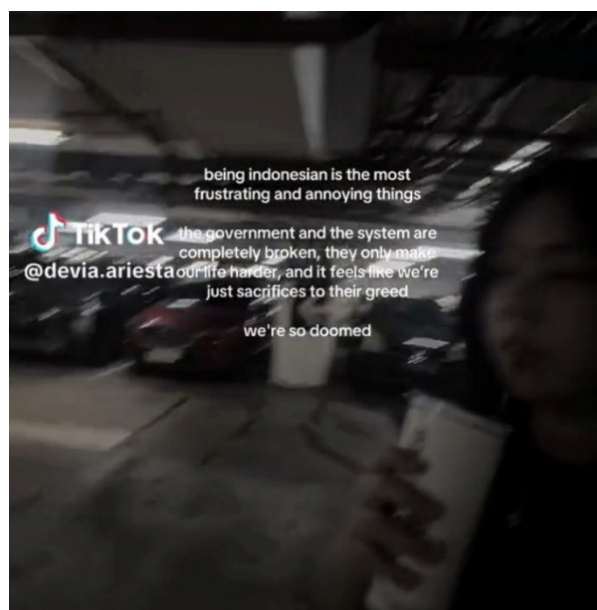


Figure 15

@devia.ariesta

“ being indonesian is the most frustrating and annoying things

the government and the system are completely broken, they only make our life harder, and it feels like we're just sacrifices to their greed

we're so doomed”

Context

In the upload of the TikTok account, *@devia.ariesta* shows a video of herself with dark footage in the parking basement with the rear camera videoing herself. The sentence in the video contains expressions of frustration with the condition of Indonesia, especially the government and the socio-political system which is considered to be making people's lives more difficult. This video appeared in the February-August 2025 period when *the hashtags* *#IndonesiaGelap* and *#demoDPR* were buzzing on social media due to various political and economic issues, such as education budget cuts, mass layoffs, the controversy over the TNI Bill, to the repressive actions of the authorities during demonstrations. The phrase "we're just sacrifices to their greed" shows the view that society is a victim of the interests of the political elite. The video shows a form of "political depression" on TikTok, which is an expression of emotional exhaustion over the state of the country through a bleak and personal visual aesthetic.

Analysis

Based on the framework of Jakobson (1987), datum 15 is characterized by **emotional function**, which is evidenced by the creator's expression of frustration, disappointment, and despair towards social and political conditions in Indonesia. Through emotionally charged statements, the creator communicates a sense of exhaustion and pessimism towards the future of the country. In addition to expressing personal feelings, the speech serves to externalize shared anxieties that may resonate with audiences experiencing similar concerns. **This framing suggests** that the creators are trying to turn individual dissatisfaction into a collective emotional experience.

The relationship between emotional language and rhetorical appeal especially reinforces **grief**, as feelings of frustration and hopelessness encourage empathy and emotional identification among viewers. In turn, the audience may perceive the message as a reflection of their own concerns rather than just the creator's opinion. **As a result**, short-form content becomes more than just a personal grievance; it serves as a form of collective emotional expression. **Through this mechanism**, the creator manages to foster emotional solidarity and amplify the persuasive impact of the message.

Datum 16

@greenishvanity

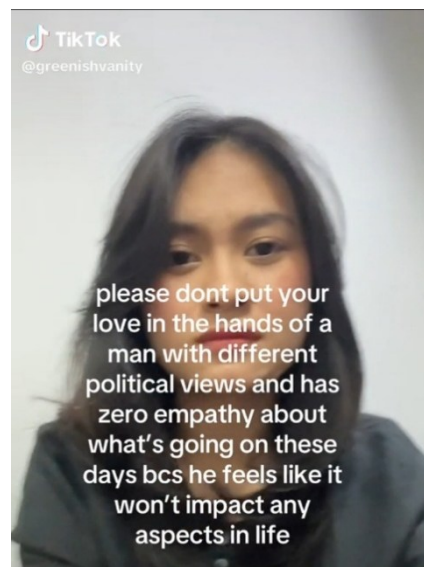


Figure 16

“please dont put your love in the hands of a man with different political views and has zero empathy about what’s going on these days bcs he feels like it won’t impact any aspects in life”

Context

The data was taken from the TikTok account @greenishvanity shows a woman in a *talking head* format with hand gestures such as begging or *namaste* while conveying personal messages about relationships and political views. This video appeared when there was a #demoDPR issue that was being discussed on social media with various causes of social and political crises in Indonesia. The creator highlighted the importance of empathy and political concern in a relationship, especially in the midst of the rampant state situation that is full of public unrest towards the state. The phrase "man with different political views and has zero empathy" shows criticism of individuals who are considered apathetic or indifferent to the social conditions around them. This video shows how political issues in 2025 will not only affect the public space, but also enter into the personal relationships and romances of young people.

Analysis

In terms of language function theory, Jakobson (1987), that is, the **dominant conative function** in this data. Its conative function appears in the sentence "*please don't put your love in the hands of a man with different political views and no empathy*" and the existence of the sentence "*please*" reinforces the creator's efforts to influence the audience's way of thinking and decisions in establishing a romantic relationship in the midst of a crowded political situation that is happening, as the creator directly addresses the audience through suggestions and warnings regarding romantic relationships with individuals who have opposing political values and lack empathy.

In addition to providing relationship advice, the speech connects political awareness with personal life and interpersonal relationships. **This framing suggests** that the creator sought to present political values not as abstract issues but as factors that shaped emotional well-being and everyday experience. **From Aristotle's perspective**, this message mostly uses **sadness** by evoking feelings of sadness, frustration, and anxiety towards political apathy and the absence of empathy. **Criticism of indifference** encourages viewers, especially those who have been in similar situations, to emotionally identify with the creator's concerns. **As a result**, viewers may perceive political compatibility as an important aspect of intimate relationships rather than a separate public issue. **Through this approach**, creators transform personal experiences into persuasive political discourse, showing that political persuasion on TikTok can emerge in relatable everyday contexts.

Datum 17

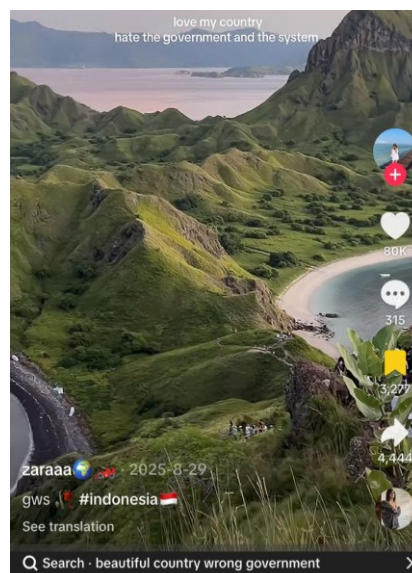


Figure 17

@zaravoyager

"love my country

hate the government and the system"

Context

In a TikTok video uploaded by the @zaravoyager account uploaded on August 29, 2025, it shows *drone shot* footage of Padar Island in Labuan Bajo with *a golden hour* atmosphere, green hills, white beaches, and a calm sea. The visual represents the natural beauty of Indonesia which is often used as a symbol of "Wonderful Indonesia" in tourism promotion. However, this contrasts with the text on the video, in the sentence "love my country, hate the government and the system." The video was uploaded when the political situation in Indonesia was still heating up due to the DPR demonstration which was colored by chaos and repressive actions by the authorities on the community. At the same time, the public is also busy discussing the issue of the death of online motorcycle taxi drivers who were run over by the apparatus and various government policies that are considered detrimental to the people. Through this video, the creator shows his love for Indonesia as a country and his homeland, but at the same time expresses hatred and disappointment with the treatment of the government and the political system which is still considered problematic. Overall, the video represents a form of "patriotic grief" on social media, which is a sense of love for the country mixed with sadness and frustration over the current political situation.

Analysis

In this data, the creator uses **the emotive function** of Jakobson's (1987) theory of language functions. **The emotional function** is clearly seen in the

sentence *"love my country, hate the government and the system"* because its creator directly expresses feelings of love, disappointment, and hatred for the political conditions in Indonesia, showing affection for the nation and dissatisfaction with the government and political system. **Instead of just conveying emotions**, these sentences serve to distinguish national identity from government performance. **This framing reflects the creator's attempt to criticize political institutions without rejecting the state itself, positioning the speaker as a caring citizen rather than a purely opposition actor.** From Aristotle's perspective, this message largely uses **sadness** by evoking feelings of collective disappointment, frustration, and dissatisfaction that may resonate with audiences experiencing similar concerns. **The contrast between** love of the country and criticism of the system encourages viewers to realize that patriotism and political criticism are not mutually exclusive. In addition, the visual use of Indonesia's natural landscapes reinforces the emotional message by emphasizing that the object of criticism lies with the government and not with the nation itself. **As a result, viewers** can interpret political discontent as an expression of civic concern rather than hostility to the state. **Through a combination** of emotional language and visual aesthetics, the creators fostered emotional solidarity and strengthened political awareness among viewers.

Datum 18

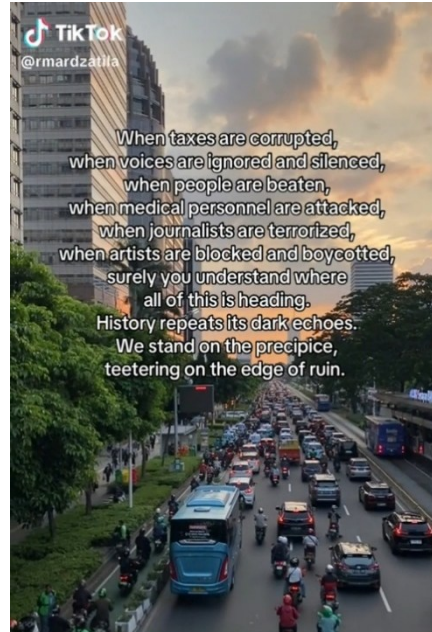


Figure 18

@rmardzatila

“When taxes are corrupted, when voices are ignored and silenced, when people are beaten, when medical personnel are attacked, when journalists are terrorized, when artists are blocked and boycotted, surely you understand where all of this is heading. History repeats its dark echoes. We stand on the precipice, teetering on the edge of ruin.”

Context

This data was found in @rmardzatila account uploads showing footage of the Sudirman - Thamrin road in the afternoon with a dense city atmosphere, tall buildings, and orange sky that looks gloomy. The visual is combined with a long text containing criticism of Indonesia's social and political conditions after the ratification of the TNI Bill on March 20, 2025. In this video, the creator mentions various forms of crises that occurred in February-March 2025, such as tax corruption, silencing of public voices, violence against demonstrators, intimidation

of journalists, and boycotts of artists who criticize the government. The phrase "*History repeats its dark echoes*" refers to the trauma of Indonesia's history in 1998 and public concern about the return of military dominance in the civilian realm after the passage of the TNI Law. As for others, the phrase "*teetering on the edge of ruin*" describes Indonesia as a country that is on the verge of destruction. Overall, this video represents the public's anxiety about the Indonesian political situation through a poetic, dark, and nuanced delivery style of historical awareness.

Analysis

In this data, the creator uses the **referential and poetic functions** of Jakobson's (1987) theory of language functions. Datum 18 shows that the referential function is reflected in the creator's reference to various socio-political issues, while the poetic function is conveyed through metaphorical expression and dramatic imagery that intensifies the message. **Rather than simply** listing political events, they serve to frame contemporary issues in a broader historical narrative. **This approach** seeks to portray today's democratic challenges as part of a recurring pattern, thereby evoking collective memory and historical awareness in the audience. **The combination of** these functions enhances **the logo and pathos**. Logos emerges through a sequential presentation of social and political events that construct an implicit argument about democratic decline. Meanwhile, grief is amplified through metaphors such as "*dark echoes*" and "*brink of destruction*", which evoke anxiety, fear, and uncertainty about the future of the country. In turn, viewers can interpret the current conditions not as isolated incidents but as warning signs that deserve public attention. **Through this mechanism**, creators manage to turn factual information into persuasive political discourse by combining historical

references with emotional resonance. **As a result**, the message encourages viewers to develop political awareness and sensitivity to the possibility of repeating past democratic crises.

Datum 19

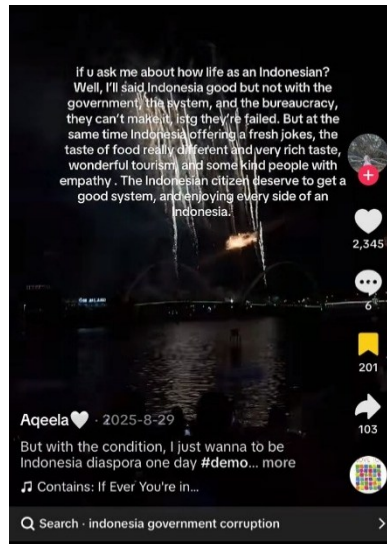


Figure 19

@aqeelaaa25

“if u ask me about how life as an Indonesian? Well, I'll said Indonesia good but not with the government, the system, and the bureaucracy, they can't make it, istg they're failed. But at the same time Indonesia offering a fresh jokes, the taste of food really different and very rich taste, wonderful tourism, and some kind people with empathy. The Indonesian citizen deserve to get a good system, and enjoying every side of an Indonesia.”

Context

This data was found on TikTok from an @aqeelaaa25 account uploaded on August 29, 2025, showing a visual of fireworks and city lights at night. The visuals are combined with a long text that contains personal reflections about life as an Indonesian citizen. In this video, the creator separates the love for Indonesia as a country from disappointment with the government, system, and bureaucracy that is considered to have failed to meet the needs of the people. Creator mentions various positive things about Indonesia, such as food, humor, tourism, and an empathetic society, but at the same time criticizes the government system that is considered to make people's lives more difficult. This video was uploaded when Indonesia's political situation is heating up due to a large demonstration #demoDPR in August 2025 which was colored by the authorities' repressive actions against demonstrators. The sentence *"I just want to be Indonesia diaspora one day"* in the caption shows the desire to leave Indonesia due to fatigue and disappointment with the country's condition. Overall, this video represents a form of *"patriotic exhaustion,"* a love for Indonesia mixed with despair over the ongoing social and political system.

Analysis

In this data, creators use **emotional and referential functions**, as described in Jakobson's (1987) theory of language functions. **The emotional function** is evident in the sentences *"they can't succeed, they fail,"* and *"I just want to be an Indonesian diaspora someday,"* when the creator directly expresses his disappointment, exhaustion, and frustration with the Indonesian system of government. The speech showed an emotional conflict between love for the country and the desire to leave it because of the perceived political conditions. Meanwhile,

the referential function emerges through references to the cultural wealth, tourism, culinary, and goodness of its people in Indonesia. **From a pragmatic perspective, these sentences serve** to distinguish appreciation of the state from criticism of its political system. **This framing shows an** attempt to position the creator not as someone who rejects national identity but as an individual who experiences emotional exhaustion stemming from perceived systemic failure. **The combination** of these functions reinforces **the pathos and logo**. Pathos arises through feelings of disappointment and despair, especially in the desire to leave the country, whereas logos is built through a balanced argumentative pattern that acknowledges Indonesia's strength before criticizing its government. **In turn,** viewers may find criticism more plausible and authentic than purely emotional. **The ironic contrast** between the festive fireworks and the pessimistic message of the creator further intensifies the emotional atmosphere. **Through this combination,** creators manage to turn personal frustration into a persuasive political discourse that resonates with young audiences who may have similar concerns. **As a result,** the message encourages viewers to reflect on the difference between loving a country and being dissatisfied with the system that governs it.

Datum 20



Figure 20

@notmiakhalipa

- *“living my good life as indonesian, with many cultures, wonderful destination, n good culinary. post a caption, pray none of my enemies hold me captive.”*
- *“but the government... political issues, corruption, nepotism, money laundry, mbah lil, foefoefafa.”*
- *“#yaudahlahmaugimanalagi keep cursin’ the gov while eating jalangkote.”*

Context

The TikTok video uploaded by the @notmiakhalipa account on July 8, 2025, is part of the *"Part 14 | being born as an Indonesian citizen is a blessing and a curse at the same time."* This video discusses the paradox of being an Indonesian citizen, namely a sense of pride in Indonesian culture, tourism, and cuisine that goes hand in hand with frustration with political and government conditions. In the video, the creator mentions various positive things about Indonesia such as "many

cultures," "wonderful destinations," and "good culinary," but then contrasts it with criticism of the government through the issue of "political issues, corruption, nepotism, money laundry." The video also uses humor and casual language such as "keep cursin' the gov while eating jalangkote" to convey political criticism lightly but still emotionally. The high number of likes, shares, and comments shows that many audiences feel related to the experience of being "bless and cursed" as an Indonesian citizen. Overall, this video represents a form of reflection on national identity on social media, where love for Indonesia is mixed with disappointment with the ongoing political system.

Analysis

Based on Jakobson's (1987) framework, this datum illustrates the interaction between the **referential and emotional functions**. The referential function is reflected in the creator's reference to Indonesia's cultural richness in addition to persistent political issues such as corruption and nepotism. Meanwhile, the emotional function is conveyed through expressions that simultaneously express affection and frustration toward the country. **Instead of delivering** criticism in a confrontational manner, this sentence describes the contradictory experience of being Indonesian as both a privilege and a burden. *This framing shows* that the creators sought to normalize political discontent without abandoning a sense of national attachment.

From Aristotle's perspective, the message largely combines **pathos and logos**. Pathos emerges through humor and emotional dilemmas embedded in the phrase *"blessed and cursed at the same time,"* which may resonate with audiences experiencing similar feelings. **At the same time**, logos is built through the contrast

between Indonesia's abundant cultural assets and the systemic issues that prevent citizens from enjoying these advantages to the fullest. **In turn**, audiences may perceive political criticism as a plausible response to structural problems rather than just an emotional grievance. **Through humor and everyday references, the creators turn** frustration into relatable political discourse. **As a result**, the message encourages viewers to reflect on how national pride and political disillusionment can coexist in a common civic identity.

A. Discussion

This research positions pragmatics and persuasive rhetoric as complementary frameworks. Persuasive rhetoric, according to Aristotle, focuses on the purpose of communication, aiming to influence the audience's beliefs, attitudes, or actions through ethos, pathos, and logos. Pragmatics, on the other hand, explains how that goal is achieved linguistically in a given social context. The function of Jakobson's language is not a separate layer, but rather an infrastructure that builds rhetorical appeal, an emotive function that embodies pathos, a referential function that operationalizes logos, and a conative function that activates the dimension of solicitation. Thus, the persuasive rhetoric in 15-second TikTok content does not exist as an emotional abstraction but rather serves a real, pragmatic function and is identified in the context of very brief communication.

In this sub-chapter of this section, the researcher presents the analysis of linguistic features used by TikTok citizens in short-form 15-second politics videos previously presented. The classification of language functions in this study is based on Jakobson's (1987) theory of Roman language functions, which comprises 6 categories: referential, emotive, conative, phatic, metalingual, and poetic.

Meanwhile, for the persuasive nature of the uploads that have been analyzed using the framework of Aristotle's Rhetoric (1967), namely pathos, ethos, and logos. This research will identify various language functions that arise from civilian TikTok uploads regarding political issues.

Based on the 20 data points collected, the most dominant language functions in this analysis were the **emotive function (12)** and the **referential function (10)**. In the context of TikTok's politics, **emotive functions** such as Data 3, 5, 15, and 17 serve as the primary channels for creators to express anger, frustration, and disappointment. The dominance of emotive functions in citizens' political discourse is not a coincidence, but a characteristic of their communication. Unlike formal political actors who are bound by ethics and reputation, netizens are free to express frustration, anger, sarcasm, or personal judgment directly. In the 15-second format, emotional expression is an effective strategy because it does not require long arguments and is immediately understood by the audience who feels the same way. TikTok's algorithm also tends to prioritize emotional content to encourage quick engagement. Therefore, emotive expression serves not only as a personal overflow, but as a persuasive strategy that transforms individual emotions into shared experiences, reinforcing collective political sentiments.

The dominance of this function rhetorically reinforces **Pathos**, where the speaker's emotions are used to create an instant solidarity of political identity. On the other hand, there is a **referential function** as in Data 1, 2, and 12, which provides the foundation of **the Logos** through the presentation of real facts such as (cost of living, buzzer mechanism, natural wealth). The combination of the two proves that brief political persuasion on TikTok relies not only on feelings but also

on how the creator wraps the argument and factual "evidence" so that the message can produce an instant emotional effect (Pathos) in the public or TikTok audience.

Meanwhile, the fewest functions appear in this data are conative **functions**. **The conative functions** found in Data 4, 14, and 16 are often expressed implicitly through rhetorical questions rather than direct commands. Meanwhile, **phatic functions** such as in Data 9: "*how it feels like...*") only appear at certain moments to maintain emotional contact with the audience. This shows a civilian strategy of inviting the audience to think critically rather than issuing coercive instructions. Thus, this shows that language function strategies contribute to building ethos by not nagging the audience directly but positioning themselves as "peers" who increase their credibility as a valid source of information. This is in line with the findings of Triana Santi et al., (2024) that political persuasion often works more effectively through indirect interactions that touch the personal realm.

Furthermore, a feature not found in this data is that researchers rarely observe the use of metalingual functions to a wide extent. The reason for the non-appearance of this function is that the sought TikTok video duration limit of 15 seconds demands efficiency. It doesn't take long for creators to discuss "*code*" or language terms in depth. However, the main focus on their target audience is the message (poetic) and the emotional impact that is implicitly channeled through the post. In the 15-second TikTok format, creators don't have a chance to stop and explain, assuming the audience already has enough political knowledge to instantly understand the message.

Therefore, the pragmatic strategy that emerges is to prioritize emotional and persuasive expressions (emotive, conative, poetic, phatic, or referential) over explanations. This contrasts with formal political communication, such as speeches or debates, which often use metalingual functions to clarify policy terms. Thus, the absence of a metalinguistic function marks the hallmark of 15-second political communication: persuasion through shared assumptions, not through explicit explanations. According to Jakobson's (1987) theory, the function of language is highly dependent on the purpose of communication. Through short political content, which is 15 seconds, the efficiency of the message takes precedence over the explanation of linguistic techniques.

As for another explanation, namely the pattern of non-appearance in certain language functions, namely metalingual functions and the limited appearance of phatic functions, this strengthens the findings of (Sopandji, N. M., Alamsyah, A., & Nurzen, 2025) that in a fast visual platform, language functions can experience technical shrinkage but experience emotional aspects. In addition, there is research by Arshad et al., (2023) on Zia Mohyeddin's formal speech, an activist, showing a more evenly distributed language function. This study demonstrates a "concentration of function" on emotive and referential aspects as an adaptation strategy to social media algorithms that prioritize emotional engagement.

Meanwhile, there is a fundamental difference between the study and the study of classical rhetoric, which is in line with the research (Ghasemi, 2020), the emergence of the concept of "patriotic grief" in Data 17, 19, and 20. This is a different finding in which emotive and referential functions are successfully used to show love as well as feelings of anger. The novelty lies in the development of

ethos, civilians can build credibility not through positions of power, but from their vulnerability and honesty in criticizing the government system. This changed the traditional rhetorical theory that credibility must come from high social circumstances.

Overall, Jakobson's Roman theoretical language serves as an instrument for the compiler of the message, while Aristotle's rhetorical perspective becomes the mechanism for the success of persuasion. This study concludes that 15-second political communication on TikTok is not just a short video clip, but a new rhetorical strategy. Through a combination of accurate referential function (logos), pure emotive expression (pathos), and the speaker's position as an affected citizen (ethos), civilians succeed in moving public opinion efficiently and transformatively.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions based on the analysis of the research findings. This study has found that civilians on TikTok use persuasive rhetoric and specific language functions in short political content lasting 15 seconds. This analysis shows that these language functions are strategically applied to attract the audience's attention for a limited duration and to invite them to the political viewpoint of a particular creator or social consciousness.

A. Conclusion

Based on the analysis of the data that has been carried out, this study identifies the use of language functions according to Jakobson's theory (1987), with a total of 30 feature appearances out of 20 data points that have been analyzed. The findings show that there are 12 emotive functions that have been found, and then there are 10 findings in the data that are referential functions. Both are features of the language function that are most predominantly used by civilians on TikTok. The large use of emotive functions in the data found shows that political communication on TikTok relies heavily on direct emotional expression to create immediate impact. Meanwhile, the referential function creator feature provides the necessary factual context. As for other features, this study found 3 conative functions, 4 poetic functions, 1 phatic function, and no metalingual functions, due to the demand for communication efficiency within a 15-second duration.

Based on the perspective of Aristotle's (1967) rhetorical theory, the functional features of language can contribute significantly to shaping persuasive rhetoric through logos, pathos, and ethos. With the emergence of 14 pathos, 8 logos, and 5

ethos. Pathos is the most powerful element, because it is triggered by the emotive function and poetic function to build emotional solidarity. Meanwhile, logos are built through referential functions by presenting content through visual evidence and brief facts. Lastly, ethos is built not through formal authority, but through the "authentic" persona of civilians as affected by the system. This contribution between linguistic and rhetorical elements proves that 15-second short-format politics is an effective form of digital activism in mobilizing public opinion on state conditions.

B. Suggestion

For those interested in analyzing the functions of language and persuasive rhetoric on social media, this study can serve as a reference or an additional case study. The researcher realizes that the scope of this research still has limitations, so it is very open to further development by other researchers, such as multimodal analysis, as well as to the study of texts, including gestures, music, and visuals. It is hoped that this research will not only contribute to the field of pragmatic linguistics, such as multimodal linguistics, but also to the study of texts, including gesture, music, and visual texts. but also can serve as a reference for understanding the dynamics of digital political communication in the modern era.

Therefore, the researchers suggest that the next researcher analyze persuasive rhetoric on other social media platforms with different duration formats, such as YouTube Shorts or Instagram Reels, to compare the effectiveness of the linguistic patterns. As for others, it is also important for future researchers to add audience response variables by analyzing comment columns or other engagement metrics to measure persuasive impact more comprehensively. The incorporation of this theoretical framework, together with a sociolinguistic perspective or a mass communication perspective, is also highly

recommended to deepen the analysis of the social impact of citizen political narratives. Finally, to expand the data's context beyond national political issues, such as environmental campaigns and global humanitarian issues, it would be useful to show that the patterns of language functions found in this study remained consistent across different themes.

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CURRICULUM VITAE

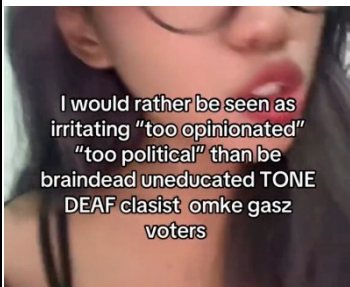
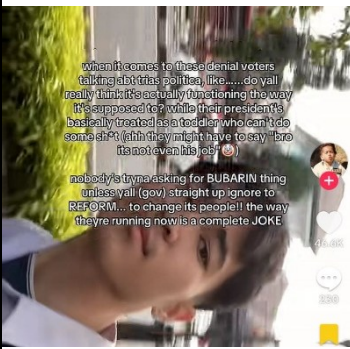
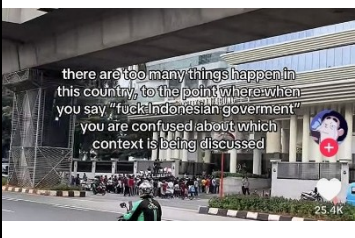


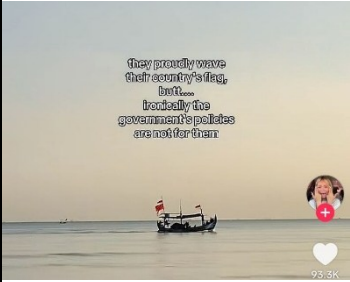
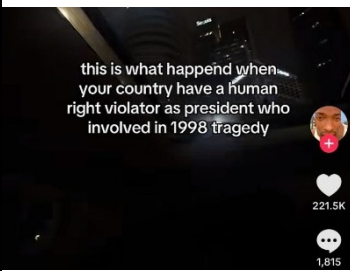
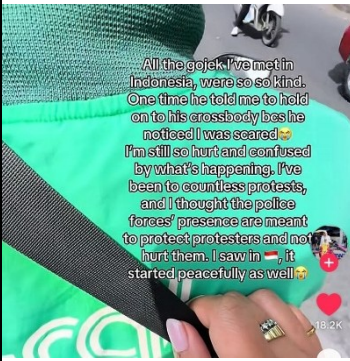
Daffa Nafisah Zahirah was born in Pasuruan on May 03, 2004. She graduated from MA KHA Abdul Wahid Hasyim Bangil in 2022. During her studies at senior high school, she was actively involved in the student council (OSIM), where she developed foundational skills in teamwork and event management. After graduating from high school, she began her higher education at UIN Maulana Malik Ibrahim Malang, in the Department of English Literature, in 2022. During her studies at the University, she joined the English Literature Students Association within the Division of Linguistics and Literature. To further enrich her professional experience, she undertook an internship as a journalist at Tribun Network Surya Malang and also served as a News Anchor for Tribun Surya Malang's digital platforms,

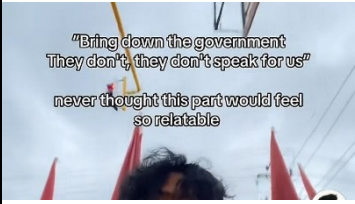
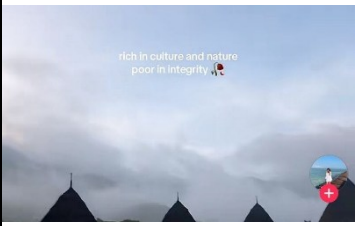
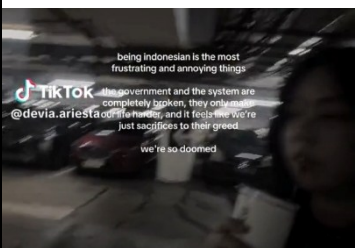
APPENDIX

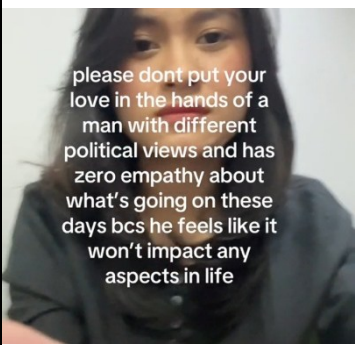
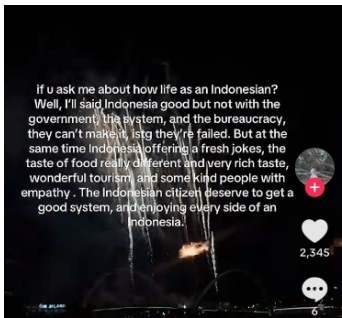
Table of Research Data: TikTok Political Content, Language Functions (Jakobson), and Persuasive Rhetoric (Aristotle)

No.	TikTok Account	Figure	Sentences	Language Function (Jakobson)	Persuasive Rhetoric (Aristotle)
1	@itsannwardhani		<i>"Everything is political including marketing (my job). The buzzer industry is just an iteration of KOL marketing for political propaganda. The fact that one party like to bash the opposition more than focusing on their own competency to gain supporters? fear-appeal advertising. In conclusion, I could've make even more money, but I cannot compromise my integrity."</i>	Referential Function & Emotive Function	Ethos
2	@kyutilpie		<i>"Everything is political. The food on your table, it's politics. The transum you used everyday, it's politics. The taxes for your idol merch, it's politics. THE TIKTOK & INSTAGRAM LIVE YOU USED EVERYDAY, THAT'S ALSO POLITICS. DON'T JUST SIT IN SILENCE, THE LEAST YOU CAN DO IS SPREAD THE NEWS AND SPEAK UP."</i>	Referential Function & Conative Function	Logos & Pathos

3	@ceriseflav eur	 I would rather be seen as irritating "too opinionated" "too political" than be braindead uneducated TONE DEAF clasist omke gasz voters	<i>"I would rather be seen as irritating 'too opinionated' 'too political' than be braindead uneducated TONE DEAF clasist omke gasz voters."</i>	Emotive Function	Pathos & Ethos
4	@muyalahi rjuni	 *seeing someone on the social media criticizing the government*	<i>"seeing someone on the social media criticizing the government" / "so u think if anyies or geanmar become the leader, they would be better?"</i>	Emotive Function	Pathos
5	@jeklearns torock	 when it comes to these denial voters talking abt trias politica, like.....do yall really think it's actually functioning the way it's supposed to? while their president's basically treated as a toddler who can't do some sh*t (hhh they might have to say "bro it's not even his job" :)) nobody's tryna asking for BUBARIN thing unless yall (gov) straight up ignore to REFORM... to change its people!! the way they're running now is a complete JOKE	<i>"when it comes to these denial voters talking abt trias politica, like.....do yall really think it's actually functioning the way it's supposed to? while their president's basically treated as a toddler who can't do some sh*t nobody's tryna asking for BUBARIN thing unless yall (gov) straight up ignore to REFORM... to change its people!! the way they're running now is a complete JOKE"</i>	Emotive Function & Metalingual Function	Pathos
6	@dumbacc xx	 there are too many things happen in this country, to the point where when you say "fuck Indonesian government" you are confused about which context is being discussed	<i>"there are too many things happen in this country, to the point where when you say 'fu*k Indonesian goverment' you are</i>	Poetic Function & Emotive Function	Pathos & Logos

			<i>confused about which context is being discussed"</i>		
7	@bloomwilly		<i>"they proudly wave their country's flag, but.... ironically the government's policies are not for them"</i>	Poetic Function & Referential Function	Pathos
8	@wh0ss.dis		<i>"this is what happend when your country have a human right violator as president who involved in 1998 tragedy"</i>	Referential Function & Emotive Function	Logos & Pathos
9	@slurpingmyindomie		<i>"how it feels like to celebrate August 17 in this current political climate."</i>	Phatic Function & Emotive Function	Pathos & Logos
10	@norajooo		<i>"All the gojek I've met in Indonesia, were so so kind. One time he told me to hold on to his crossbody bcs he noticed I was scared. I'm still so hurt and confused by what's happening. I've been to countless protests, and I thought the police forces' presence are meant to protect protesters and not hurt them. I saw in</i>	Emotive Function & Referential Function	Pathos & Logos

			<i>Indonesia, it started peacefully as well."</i>		
11	@gihon_thamrin		<i>"Bring down the government. They don't, they don't speak for us" / "never thought this part would feel so relatable"</i>	Poetic Function & Emotive Function	Pathos & Logos
12	@zaravoya ger		<i>"rich in culture and nature poor in integrity"</i>	Referential Function & Emotive Function	Pathos & Logos
13	@dearestkeca		<i>"the first one to talk shit about pemerintah has to pay"</i>	Emotive Function	Pathos & Logos
14	@tsamara.nn		<i>"you chose an ex murderer/kidnapper as a president, what did you expect?"</i>	Conative Function	Pathos
15	@devia.ariesta		<i>"being indonesian is the most frustrating and annoying things / the government and the system are completely broken, they only make our life harder, and it feels like we're just sacrifices to their greed / we're so doomed"</i>	Emotive Function	Pathos

16	@greenishvanity		<i>"please dont put your love in the hands of a man with different political views and has zero empathy about what's going on these days bcs he feels like it won't impact any aspects in life"</i>	Conative Function	Pathos
17	@zaravoyager		<i>"love my country hate the government and the system"</i>	Emotive Function	Pathos
18	@rmardzatila		<i>"When taxes are corrupted, when voices are ignored and silenced, when people are beaten, when medical personnel are attacked, when journalists are terrorized, when artists are blocked and boycotted, surely you understand where all of this is heading. History repeats its dark echoes. We stand on the precipice, teetering on the edge of ruin."</i>	Referential Function & Poetic Function	Pathos & Logos
19	@aqeelaaa25		<i>"if u ask me about how life as an Indonesian? Well, I'll said Indonesia good but not with the government, the system, and the bureaucracy, they can't make it, istg they're failed. But at the same time Indonesia offering a fresh jokes, the taste of food really different and very</i>	Emotive Function & Referential Function	Pathos & Logos

			<i>rich taste, wonderful tourism, and some kind people with empathy. The Indonesian citizen deserve to get a good system, and enjoying every side of an Indonesia."</i>		
20	@notmiakh alipa		<i>"living my good life as indonesian, with many cultures, wonderful destination, n good culinary. post a caption, pray none of my enemies hold me captive." / "but the government... political issues, corruption, nepotism, money laundry, mbah lil, foefoefafa." / "#yaudahlahmaugimanala gi keep cursin' the gov while eating jalangkote."</i>	Referential Function & Emotive Function	Pathos & Logos