

DINAMIKA PENELITIAN PRAGMATIK BAHASA INDONESIA DI ERA DIGITAL: SEBUAH KAJIAN LITERATUR

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Abstract: This study is motivated by changes in communication patterns among Indonesians, which are now dominated by digital interactions such as social media, online forums, and instant messaging applications. These changes have generated new forms of utterances that require theoretical and methodological adaptation in pragmatic studies. The study aims to examine the dynamics of Indonesian pragmatic research in the digital era through a systematic literature review of various scientific publications from the last two decades. The method used is a systematic review of journal articles, conference proceedings, and other academic works published between 2015 and 2025 that discuss pragmatics in digital contexts, focusing on research themes, analytical approaches, and language use. The findings indicate a shift from conventional speech analysis toward digital communication that is multimodal, interactive, and identity-oriented. The digital era not only broadens the scope of pragmatic studies but also encourages methodological and conceptual innovation to remain relevant to contemporary communication developments.

Keywords: pragmatics, Indonesian language, digital era.

INTRODUCTION

The development of information and communication technology has brought significant changes to the ways humans interact and use language. Indonesian society now lives in a digital era characterized by increasing communication through social media, online forums, and instant messaging applications. This phenomenon not only transforms communication patterns among language users but also influences the forms, functions, and meanings of utterances used in digital contexts. Language serves as the primary tool for human communication to convey thoughts, feelings, and specific intentions. Today, language is no longer understood solely as a medium for direct communication, but also as a means of constructing identity, negotiating meaning, and expressing attitudes and emotions in virtual spaces. This condition makes pragmatic studies increasingly relevant for understanding the dynamics of Indonesian language use in digital interactions that are fast-paced, multimodal, and cross-contextual (Sumarlam et al., 2023).

In linguistic studies, pragmatics holds an important position because it focuses on language use in real-life situations and the relationship between linguistic forms and their speakers. Pragmatics examines not only linguistic meaning but also contextual meaning that arises from social interaction (Sumarlam et al., 2023). Therefore, pragmatic research is essential for understanding how language is used effectively and meaningfully across various communication contexts.

Over the last few decades, studies on Indonesian pragmatics have developed considerably. Initially, research in this field concentrated on everyday conversations, literary discourse, and formal speeches. However, along with technological advancements and shifts in communication patterns, the objects of pragmatic study have expanded to include the digital realm (Wahyuni et al., 2025). This marks a paradigm shift in pragmatic research that aligns with the evolution of communication media and societal behavior.

The digital era has brought major changes to human interaction. Social media, messaging applications, blogs, and video platforms such as YouTube and TikTok introduce new forms of communication that are multimodal, fast, and interactive. In this context, linguistic phenomena

become increasingly complex due to the influence of technology, digital culture, and user characteristics (Florenza et al., 2025). Consequently, pragmatic research in the digital age needs to examine how speech acts, implicatures, politeness, and communication strategies adapt within virtual spaces.

In addition to expanding research objects, the digital era also offers new opportunities for pragmatic researchers to employ technology-based research methods. Conversation analysis is no longer limited to direct observation but can be conducted through digital datasets such as social media comments, online forums, and instant messages. Such data provide real-time insights into the dynamics of language use in digital contexts, reflecting the communication culture of modern society.

However, these developments also present challenges. One of the main challenges is the validity and authenticity of digital data. In online spaces, language is often used informally, accompanied by emoticons, abbreviations, or even code-switching. This requires researchers to develop new methodological approaches that suit the characteristics of digital data without compromising the accuracy of pragmatic analysis. Thus, adaptability and innovation are needed in designing pragmatic studies in the digital era.

The aim of this study is to examine the dynamics of Indonesian pragmatic research in the digital age through a literature review of scientific publications from the past two decades. This review focuses on research themes, analytical approaches, and language-use contexts discussed in relevant literature. Through a literature review, researchers can identify trends, theoretical approaches, and previous findings related to this topic. This approach not only helps map the development of Indonesian pragmatics but also identifies research gaps that require further investigation. Therefore, this research is expected to provide a comprehensive overview of trends, methodological developments, and both theoretical and practical contributions of digital pragmatic studies in Indonesia.

Theoretically, this study is based on pragmatic frameworks that emphasize the relationship between linguistic forms, context, and speaker intentions (Leech, 2014). In the digital context, pragmatic theory has evolved into what is known as digital pragmatics, which examines how meaning is constructed and negotiated through technology-based media (Herring, 2013). Several previous studies, such as Hamzah et al. (2022), highlight shifts in politeness patterns on social media, while Jamil & Widyatama (2025) investigate the use of emojis as nonverbal communication strategies in digital messages. However, there remains a lack of studies that systematically map the overall development of Indonesian pragmatics in the digital era.

Thus, the main distinction of this study compared to earlier research lies in its systematic literature-review approach, focusing on mapping the dynamics of Indonesian pragmatic research in digital contexts. This study not only synthesizes previous findings but also identifies trends and challenges in pragmatic research in the digital era.

RESEARCH METHOD

This study employs a literature review method to analyze the development and dynamics of Indonesian pragmatic research in the digital era. This approach was selected because it provides a comprehensive overview of the trends, themes, and directions of pragmatic studies within the context of digital communication. The data sources consist of scientific articles and national as well as international journals relevant to pragmatics and digital communication (Ridwan et al., 2021). The criteria for selecting the literature include: (1) studies published between 2015 and 2025; (2) research focusing on pragmatic aspects of the Indonesian language; and (3) studies involving digital contexts such as social media, messaging applications, or other online platforms.

The research procedures include data collection, literature selection, content analysis, and synthesis of findings. In the data collection stage, the researcher searched journal databases such as Google Scholar, Garuda, and DOAJ using keywords such as “pragmatics,” “Indonesian language,” and

“digital era.” The next step involved selecting literature that met the criteria of relevance and academic quality. The analysis was conducted by examining the research focus, theoretical approaches, data analysis methods, and the main findings of each study. The analyzed data were then synthesized to identify key trends and challenges in pragmatic research in the digital age (Cahyono et al., 2019). The results of this review are expected to provide a conceptual mapping of the direction and development of Indonesian pragmatic research within the context of contemporary digital communication.

RESULT AND ANALYSIS

1.1. Transformation of Indonesian Pragmatics in the Digital Era

The shift in communicative patterns within Indonesian society in the digital era has had a significant impact on pragmatic studies. Whereas early pragmatic research focused primarily on analyzing conventional speech acts in face-to-face interactions, contemporary studies have expanded toward forms of communication mediated by technology (computer-mediated communication). In this context, pragmatics no longer examines only the meaning of spoken utterances but also how speakers construct meaning through text, images, emojis, and other visual symbols that are inherently multimodal.

Several previous studies illustrate this shift. For instance, Kadek et al. (2020) found that social media users employ emojis and stickers as emotional markers that substitute for intonation or facial expressions in spoken communication. Meanwhile, Fitriani et al. (2022) showed that hashtags (#hashtag) on Twitter function not only as topical markers but also as pragmatic tools for expressing stance, irony, and online group solidarity. Sulistianah et al. (2025) further assert that politeness practices in digital spaces adapt to platform-specific contexts, where politeness is expressed through lexical choices, emoticons, or indirect strategies aligned with the norms of online communities.

Theoretically, this transformation can be explained through the framework of Functional Pragmatics developed by Verschueren (1999), which highlights the importance of context in understanding meaning. In digital communication, context encompasses not only social situations but also technological elements, such as media features, algorithms, and platform interactivity. In addition, Multimodal Discourse Analysis (Kress & van Leeuwen, 2001) is relevant for analyzing how pragmatic meaning is constructed through combinations of text, visuals, and symbolic cues in digital environments.

Indonesian pragmatic studies in the digital era reveal a shift from verbal utterances toward multimodal, interactive, and identity-oriented forms of communication. This reflects the efforts of researchers to adapt pragmatic theories and methodologies to contemporary communication realities dominated by digital media.

Trends and Challenges

Overall, research trends in digital pragmatics in Indonesia show a growing interest in topics such as social media pragmalinguistics, digital language ethics, online identity construction, and multimodal analysis on platforms like TikTok, Instagram, and YouTube. Emerging approaches also combine pragmatics with communication studies, corpus linguistics, and language technology to broaden the understanding of online interaction patterns.

However, this transformation also presents methodological and theoretical challenges. First, the rapidly changing digital context complicates the boundaries of pragmatic analysis because data are dynamic and unstable. Second, multimodal communication requires analytical competence across text, images, audio, and video—skills that many language researchers have yet to fully master. Third, there are ethical challenges concerning data collection in digital spaces that are publicly accessible yet sensitive in terms of privacy (Rahardi, 2022).

Thus, the transformation of Indonesian pragmatics in the digital era not only expands the analytical scope but also demands renewed theoretical and methodological frameworks capable of accommodating the social, visual, and technological dynamics of modern communication.

Mapping Themes and Approaches in Digital Pragmatic Research

A literature review of Indonesian pragmatic studies over the past decade reveals significant thematic and methodological shifts. Whereas previous decades were dominated by classical pragmatic topics such as speech acts, implicature, and politeness in face-to-face communication (Suhatmady et al., 2022), the digital era has broadened the focus toward more concrete, contextual, and socially reflective issues. This shift is influenced by changes in Indonesia's communication landscape, where interactions increasingly occur through platforms such as WhatsApp, Twitter, Instagram, and TikTok.

For example, Cahyani (2021) explored the phenomenon of hate speech and verbal aggression on social media, which challenges classical politeness theories. In digital contexts, politeness is no longer limited to maintaining the interlocutor's "face" at an interpersonal level, but is also intertwined with identity politics, power relations, and ideological contestation in the virtual public sphere. Thus, conventional pragmatic theories must expand to accommodate interactional dynamics shaped by anonymity, rapid responses, and the viral nature of online discourse.

Similarly, research by Lisda Yanti et al. (2024) found that digital politeness in Instagram comments is expressed not only through polite lexical choices but also through the use of emojis, punctuation marks, and visual styles as forms of pragmatic mitigation. This indicates that digital users employ nonverbal elements as strategies to maintain harmonious interaction, replacing prosodic cues typically found in spoken communication. This marks a paradigm shift from verbal politeness toward visual politeness.

Another study by Fitriani et al. (2022) examined identity construction on Twitter through linguistic style and hashtag use. Their findings reveal that hashtags serve dual functions: as topical categorization tools and as pragmatic instruments for constructing digital personas, signaling social affiliation, and producing group solidarity or resistance. This demonstrates that meaning in digital communication is not merely denotative but socially negotiated, shifting with the dynamics of online interaction.

Methodologically, Indonesian pragmatic research has shifted from monomodal to multimodal and interdisciplinary approaches. Multimodal Discourse Analysis (Kress & van Leeuwen, 2001) enables analysis of text, images, emojis, and videos as integrated meaning-making resources in digital interactions. Critical Discourse Analysis (Fairclough, 1995) expands pragmatic inquiry toward social critique by examining how digital discourse reflects or reproduces ideologies and power relations. Virtual Ethnography (Hine, 2015) offers a framework for understanding language practices within online cultural contexts, including norms, communities, and communicative behavior.

This methodological transformation indicates an epistemological shift in Indonesian pragmatic studies. Researchers now explore not only how meaning is constructed through language but also how meaning is negotiated through socially and technologically mediated interaction. Interdisciplinary approaches combining linguistics, sociology, media studies, and digital technology strengthen the position of pragmatics as an adaptive and relevant field.

From the analysis of theories and research directions, it can be concluded that Indonesian pragmatic studies are moving toward a dynamic, reflective, and context-sensitive paradigm aligned with digital communication realities. The focus has expanded from micro-linguistic aspects to macro dimensions such as social identity, language politics, and participatory online culture. Consequently, digital pragmatics is not merely a technical extension of classical theory but a conceptual reorientation that underscores language as a social practice embedded in new media environments.

In this sense, digital pragmatic mapping reveals its dual role: enriching linguistic theory with new perspectives on digital interaction and offering practical relevance for understanding Indonesian language behavior in the face of ethical, politeness, and diversity challenges in global communication.

1.2 Theoretical Implications and Future Directions of Digital Pragmatic Studies

The development of Indonesian pragmatic studies in the digital era has significantly influenced the renewal of theories and methodologies in contemporary linguistics. Based on the literature review, classical pragmatic theories such as Speech Act Theory (Austin, 1962; Searle, 1969) and the Theory of Conversational Implicature (Grice, 1975) remain foundational but undergo reinterpretation and reconceptualization to fit the multimodal, interactive, and participatory nature of digital communication. In other words, pragmatics no longer analyzes only spoken meaning in face-to-face interactions, but also how meaning is constructed, negotiated, and reinterpreted in technologically mediated spaces.

For instance, Matondang et al. (2023) demonstrate that Grice's Cooperative Principle (1975) must be expanded to account for online interactions that are often intentionally ambiguous, ironic, or contradictory. On platforms such as Twitter or TikTok, violations of Gricean maxims are not necessarily pragmatic errors but rhetorical strategies to express humor, sarcasm, or group solidarity. Thus, the Cooperative Principle is increasingly understood not as a universal conversational rule but as a tool for negotiating social meaning shaped by algorithmic and digital cultural contexts.

Similarly, Muhammad and Abadi (2024) highlight the importance of integrating Face Negotiation Theory (Ting-Toomey, 1994) to understand digital politeness practices. Identity and face in digital communication become more complex because users may present different personas across platforms. Politeness on social media is shaped not only by lexical choices but also by digital facework strategies, such as using visual filters, emojis, or privacy settings to manage social image. This enriches politeness theory with a new dimension: digital facework, where politeness is judged by virtual community norms and global audience perception rather than face-to-face conventions.

New approaches such as Multimodal Pragmatics (Kress & van Leeuwen, 2001) also contribute significantly to understanding how pragmatic meaning is constructed through combinations of visual, textual, auditory, and kinetic elements. In Indonesia, multimodal analysis is increasingly relevant due to the widespread use of short videos, memes, and infographics. Visual elements are no longer supplemental but central components in pragmatic strategies to emphasize intent, frame messages, or create humorous or persuasive effects.

Theoretically, these findings indicate a necessary shift from Conventional Pragmatics toward Digital Pragmatics—an emerging field concerned not only with language as a system of verbal symbols but also as a social practice and representation of identity in online spaces. Digital communication functions as a collaborative and co-constructed interaction where meaning is produced through active participation in multiple semiotic modes. This aligns with Verschueren's (1999) notion of pragmatics as dynamic adaptability, which gains new relevance in constantly evolving digital environments.

This new orientation shows that Indonesian pragmatic studies are moving toward interdisciplinary and critical approaches. Pragmatics is no longer confined to linguistic frameworks but is increasingly connected to digital media studies, intercultural communication, and popular culture research. Such approaches provide tools to understand phenomena like hate speech, language politics, and participatory netizen culture through broader and socially relevant pragmatic perspectives.

Within this framework, Indonesian digital pragmatic research is expected to:

1. Develop new analytical frameworks that adapt to technological, media, and digital communication developments;
2. Promote methodological integration between linguistics, semiotics, and media studies to address the complexity of multimodal interaction; and
3. Provide practical contributions to enhancing digital literacy, language education, and the formulation of ethical and inclusive public communication policies.

Thus, the theoretical implications of these developments not only enrich the academic landscape of pragmatic linguistics but also expand its relevance to social and cultural life. Pragmatics now serves as a bridge between language, technology, and human identity. This transformation marks a new chapter in Indonesian pragmatic studies: moving from the analysis of conventional speech acts to

the exploration of complex, multimodal, identity-driven digital interactions. In this context, language becomes not only a tool for communication but also a medium for self-expression, social negotiation, and the shaping of national digital culture.

CONCLUSION

Based on the results of the literature review, this study successfully addresses its main objective, namely to examine the dynamics of Indonesian pragmatic research in the digital era. The analysis reveals that pragmatic studies have shifted from a traditional focus on conventional speech acts to digital communication that is multimodal, interactive, and identity-oriented. This shift reflects a scholarly response to the changing patterns of communication among Indonesian society, which now predominantly occur through social media, instant messaging applications, and other online spaces. In addition to expanding the scope of pragmatic analysis, this phenomenon has also encouraged methodological innovations, such as the use of multimodal discourse analysis, virtual ethnography, and more contextually grounded interdisciplinary approaches.

As the final outcome of the analysis, it can be concluded that this development underscores the necessity for theoretical and methodological renewal in pragmatic studies to explain the complexity of meaning in digital communication. Future pragmatic research is encouraged to place greater emphasis on exploring digital identity, the dynamics of cross-cultural online interaction, and the ethical as well as social implications of communication practices in virtual spaces. Thus, the study of Indonesian pragmatics can continue to evolve adaptively and remain relevant to the technological, cultural, and communicative transformations of modern society.

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