IMPERATIVE PRAGMATIC LANGUAGE STUDY IN DAKWAH CONTENT VIDEO ON YOUTUBE

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

Keywords: imperative pragmatics, video, propaganda content.
1. Background of the Research

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

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

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

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

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

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

2. Method

2.1. Types of research

This research is classified as a qualitative descriptive study. Jufri (2007: 12) states that the characteristics of qualitative research are: (1) having a natural setting as direct data, (2) being descriptive, (3) emphasizing process rather than results, (4) tending to analyze data inductively, and
Qualitative descriptive research, which explains the data in accordance with the actual state of the data. According to Moleong (2009), a qualitative method as a research procedure that produces descriptive data in the form of written or oral words from the people observed (Moleong, 2009).

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

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

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

a) Data Collection. Data in the form of texts containing imperative pragmatics which will be used as research data.

b) Reduction of data is to summarize and select the main things and focus on the things that are important and look for themes that are considered important and relevant to the subject of research that contains imperative pragmatic meaning.

c) Display or presentation of data that is the presentation of data in the form of brief descriptions, charts, and the like which is a continuation after the data is reduced and through the presentation of the data, the data about imperative pragmatics is organized, arranged in a pattern of relationships, so that it is more easily understood.

d) Verification or conclusion. Verification is the conclusion that after the data is patterned, focused and compiled systematically in the form of narrative, then through the induction method, the data is concluded. So the meaning of the data can be found in the form of interpretations and arguments. The conclusions were also verified during the study.

<table>
<thead>
<tr>
<th>Code</th>
<th>Statements</th>
<th>Category</th>
<th>Descriptions</th>
</tr>
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<tbody>
<tr>
<td>001a</td>
<td>“Kalau kita berakad dengan makhluk susah recovery nya, bergantung orang itu.”</td>
<td>Pragmatic imperative appeal</td>
<td>This statement is as an appeal, &quot;if we commit to beings ...&quot; This statement was conveyed by Hannan Attaki to worshipers who were present at the science assembly.</td>
</tr>
<tr>
<td>002a</td>
<td>Kalau kita berakad dengan Allah, cepat recovery nya karena Allah Raahiimun, Rahman.</td>
<td>Pragmatic imperative appeal</td>
<td>This statement is as an appeal, &quot;if we are in agreement with God ...&quot; This statement was conveyed by Hannan Attaki to the congregation who attended the science assembly.</td>
</tr>
</tbody>
</table>
Makin sakit, makin berat, makin besar dosa yang kita maafin dari orang lain, makin besar dosa kita dimaafin sama Allah. Minimal 10 kali lipat. Itu akadnya sehingga ada motivasi untuk memaafkan orang lain.

Kalau kita mau itung-itungan dengan dosa kita, dosa kita banyaklah. Dosa salat aja kita udah ninggalin salat.

Jadi, dari bab salat aja kita masih banyak dosa nih, gimana dengan amalan-amalan yang lain?

Maafinlah kesalahan orang lain supaya Allah maafin kesalahan kita.

Tenang aja nggak usah marah-marah, kita selesaiakan baik-baik (Kejadian di Bandung ketika mobil saya ditabrak)

Ya Allah, saya kena musibah nih, beri dong ganti yang lebih baik.

Belajar berakad sama Allah teman-teman. Itu rahasia kalau kita
pengen karena Allah nggak pernah ingkar janji.

010a Nggak mungkin kita mintanya sama Allah, tapi nggak dibalas, nggak mungkin.

011a Paling nyaman itu berkadad sama Allah. Cuma kita harus ngerti cara Allah bermuamalah dengan kita. Tidak selalu materi karena bagi Allah materi itu nggak berharga banget.

012a Nggak ada yang datang kepada Allah, pulang dalam keadaan kecewa, nggak ada

013a Kalau kita berprasangka baik maka Allah akan berikan sesuai persangkaan kita

014a Begitu kita khusnudzan sama Allah, baru berbaik sangka aja, kadang baru membatin, Allah sudah kabulkan.

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

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

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

Analysis of propaganda-driven video by Ust. Adi Hidayat This video was uploaded by the Afterlife Fighters youtube channel on March 15, 2020 which is 27:09.
<table>
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<tbody>
<tr>
<td>001b</td>
<td>Peluang menjadi baik untuk semua. Datang, rangkul, doakan jadi baik.</td>
<td>Pragmatic imperative recommended</td>
<td>Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.</td>
</tr>
<tr>
<td>002b</td>
<td>Kalau ada yang kurang khusyuk dalam salat, tutupi dengan istigfar.</td>
<td>Pragmatic imperative recommended</td>
<td>Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.</td>
</tr>
<tr>
<td>003b</td>
<td>Jika dipandang saja tidak boleh apalagi dilakukan. Jadi jangan dilihat. (perihal melihat hal baik dan buruk)</td>
<td>Pragmatic imperative prohibition</td>
<td>Imperative with the meaning of the prohibition, usually marked by the use of the word do not.</td>
</tr>
<tr>
<td>004b</td>
<td>Kalau kita bisa mengerjakan yang mulia mengapa harus mencari sesuatu yang tidak baik. Maka yang standar, kita harus perbaiki dengan cara istigfar.</td>
<td>Pragmatic imperative recommended</td>
<td>Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement.</td>
</tr>
<tr>
<td>005b</td>
<td>Jika ingin dekat dengan Allah, kuncinya ya sabar.</td>
<td>Pragmatic imperative recommended</td>
<td>Structurally, the imperative that contains the meaning of the suggestion is usually marked by the use of words should and should. In the statement, do not use one of the two markers, but the imperative meaning of the suggestion is still attached to the statement. This is indicated by the use of the word if.</td>
</tr>
<tr>
<td>006b</td>
<td>Kalau Anda ingin mendapatkan surga, pasti dapat ujian karena surga itu kunci untuk mendapatkan nikmat Allah.</td>
<td>Pragmatic imperative expectations</td>
<td>Imperatives that state the meaning of hope, are usually indicated by markers of words hope and hope. In the statement, do not use one of the two markers, but the imperative meaning of hope remains attached to the statement.</td>
</tr>
</tbody>
</table>
Based on table 3.2, there are three types of imperative pragmatics found in the video content of propaganda by Ust. Adi Hidayat on the Afterlife Fighters youtube channel on March 15, 2020 which has a duration of 27:09. The imperative pragmatics a) the imperative pragmatics recommended; b) pragmatic imperative expectations, and c) pragmatic imperative prohibitions. Statements including imperative pragmatic recommendations appear in statements 001b, 002b, and 004b, and 005b. Statements that include pragmatic imperative expectations appear in statements code 006b and 007b. Statements that include pragmatic imperative prohibitions appear in statement code 003b.

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

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

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

Acknowledgments
Thank you to the owner of the YouTube channel and all participants and thank you to all reviewer of ELS-JISH to correct all of the mistake of this paper.
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