

Directive Speech Acts in Election Socialization Videos on the General Elections Commission Republic Indonesia Youtube Channel

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Abstract

Directive speech is the delivery of something to the speech partner so that the speech partner takes an action in the form of doing something that has been ordered or an action desired by the speaker. The purpose of this study is to identify the types of directive speech acts used in socialization videos on the KPU RI YouTube channel. The research method used is a qualitative descriptive method, with data in the form of directive speech from socialization videos on the KPU RI YouTube channel. Data collection was carried out using the listening method, namely listening to the speech used in communication in the campaign socialization videos. Data analysis employed normative techniques, focusing on the analysis of directive speech acts in the videos studied. The results of the research from five analyzed videos revealed four types of directive speech acts used: orders, prohibitions, suggestions, and invitations. Directive speech acts are conveyed using a direct speech communication strategy, aimed at the people of Indonesia, especially Generation Z.

Keywords: directive analysis; election; campaign socialization

INTRODUCTION

General elections are the basis of one of the instruments of democracy. Through elections, people's sovereignty can be transformed into political power in parliament and the executive (Galuh Larasati et al., 2023; Jurdi, 2023; Nurhasim, 2014; Wardhana, 2023). General Elections, abbreviated as Elections according to Law Number 7 of 2017 concerning General Elections, are a means of exercising people's sovereignty held directly, publicly, freely, secretly, honestly, and somewhat in the Unitary State of the Republic of Indonesia based on Pancasila and the Constitution of the Republic of Indonesia Year 1945 (Adrian Faridhi et al., 2022; Arifin & Hidayat, 2019; Diniyanto, 2019; Harahap, 2023).

Elections are the leading institution of democratic representative government because in a democratic country, government authority is obtained only with the consent of those governed. The primary mechanism to implement the agreement into the government's authority is through holding free, honest and fair elections, especially to elect the President/Regional Head. Election organizing bodies were formed in the capital, constituency, and district to hold elections. The committee consists of government officials assisted by political parties whose responsibility for implementation rests with the home affairs minister. However, broad powers rest with the Indonesian Election Committee or parties.

The phenomenon of the 2024 general election shows significant differences compared to previous general elections, especially with the intensification of social media involvement. Social media is now the leading platform for political campaigns, information dissemination, and direct interaction between candidates and voters. Information about candidates, work programs, and political issues can quickly spread widely through social media, allowing voters to get the information they need to make informed decisions.

More efficient and inexpensive digital campaigns allow candidates and political parties to reach a wider audience without geographical restrictions. Social media also facilitates direct interaction between candidates and voters, and providing valuable data for the analysis of voter behaviour. However, a significant challenge of social media involvement is the spread of hoaxes and misinformation, which can influence public opinion.

In its efforts as the person in charge so that all parties understand the election procedures and rules, especially first-time voters, the General Elections Commission disseminates this

information through videos posted on YouTube. This step explicitly aimed at first-time voters, the majority of whom are Generation Z. Generation Z, who is known to be very familiar with technology and digital media, is easier to reach and engage with through online platforms such as YouTube. Through this socialization video, the General Elections Commission hopes to provide a clear and comprehensive understanding of general election procedures, and the importance of their participation in the democratic process.

In this video, speeches describe the General Elections Commission's communication strategy using directive words. For example, "*Mari Kita sukseskan pemilu 2024 dengan datang ke TPS pada tanggal 14 Februari 2024, suara kita menentukan masa depan bangsa.*" These words invite the audience to come to the polling station and participate in the election. The speech analysis is certainly interesting for researchers who want further to research the use of language through the General Elections Commission strategy.

One of the studies that used the relevant language to analyze the strategy was pragmatic. Pragmatic studies in recent years have increasingly focused on the role of directive speech acts in various communicative contexts, emphasizing how these acts function in both everyday and institutional settings. For instance, directives have been analyzed for their effectiveness in achieving compliance and shaping social interactions, with particular attention to how cultural norms and social hierarchies influence their interpretation (Dayter et al., 2023). In political discourse, directives are often used strategically to guide public behavior and opinion, revealing the intricate relationship between language, power, and persuasion (Dufour et al., 2021; Kim & Penry Williams, 2021; van Heerden et al., 2025). Furthermore, the effectiveness of directives has been shown to depend not only on linguistic factors but also on the perceived authority and credibility of the speaker, underscoring the complex dynamics of speech act theory in practice (Blum-Kulka, 1993; Tannen, 2007).

These insights contribute to a broader understanding of how language can be used to achieve specific communicative goals, particularly in contexts where influence and control are paramount. Additionally, research has examined the role of directives in fostering community and engagement in online spaces, illustrating how they can both support and challenge social cohesion depending on their formulation and delivery. This work underscores the evolving nature of pragmatic analysis in the digital age and the critical importance of understanding how directives function across different communicative environments.

In pragmatics, the analysis will focus on how the General Elections Commission's directives influence and direct audience behavior, especially in of election socialization. In pragmatic analysis, particularly in the study of directive speech acts, the focus is on how language is used to influence and guide audience behavior within specific contexts. In the realm of pragmatics, the study of directive speech acts explores how speakers use language to command, request, or suggest actions, focusing on the interplay between linguistic expressions and their social context. This analysis extends beyond the literal meaning of words to consider how directives are interpreted and acted upon within specific cultural and situational frameworks. By examining these speech acts, researchers can uncover the strategies speakers use to influence behavior and the factors that contribute to the success or failure of these communicative efforts.

This approach considers not only the literal meaning of directives but also the social and cultural factors that shape their interpretation and effectiveness. Understanding the pragmatic functions of directive speech acts can provide valuable insights into how language serves as a tool for achieving communicative goals, such as persuasion or instruction, in various settings (Levinson, 1983; Thomas, 2014). This pragmatic approach will examine the social and cultural context in the speeches used, as well as how effective they are in achieving the goals of the General Elections Commission.

This analysis will provide insight into the General Elections Commission's communication strategy, and make an important contribution to the field of language and communication studies. In the field of pragmatics, recent studies have explored how directive speech acts function within various social and cultural contexts, emphasizing the role of context in shaping the interpretation and effectiveness of these acts. Researchers have examined how directives are used to influence behavior, particularly in institutional and political settings, where the power dynamics and cultural norms heavily impact communication outcomes (Culpeper & Haugh, 2014; Holmes & Stubbe, 2015). Recent research has expanded the exploration of directive speech acts within pragmatic studies, particularly focusing on their application in digital communication platforms.

These studies highlight how directives are used to manage and influence online interactions, with findings showing that the effectiveness of directives in digital contexts often hinges on the platform's communication norms and the relational dynamics between users (Taguchi, 2019). These studies highlight the importance of understanding the nuanced ways in which language is employed to achieve specific goals, providing deeper insights into the mechanisms of influence and persuasion through speech. By understanding how directive speech can affect voter behavior, this research can help improve election socialization strategies in the future.

Directive speech acts aim to influence the actions or behavior of the listener, such as commands, requests, invitations, prohibitions, and suggestions, which are relevant in the context of election socialization videos used by the General Elections Commission (KPU) of the Republic of Indonesia. These videos aim to mobilize the public, especially first-time voters, to actively participate in the election.

By examining directive speech acts, this research seeks to uncover the communication strategies used in the socialization videos to influence voter behavior. The focus on directive speech acts will also provide insights into the effectiveness of the messages in achieving the socialization goals, which is to increase voter participation. Therefore, directive speech acts were chosen due to their strong relevance to the research context, where language is strategically used to encourage specific actions from the audience.

This research aims to provide both theoretical and practical insights. Theoretically, it seeks to enhance the understanding of directive speech act analysis within the political context. Practically, it offers valuable insights into communication strategies used in political campaigns, particularly in video socialization. This knowledge can assist the General Elections Commission in creating more effective and engaging videos in the future, thereby improving their outreach and impact on voters, especially first-time voters from the younger generation.

The purpose of this research is twofold: first, to categorize the types of directive speech acts present in the General Elections Commission RI's YouTube Election Socialization Video, and second, to describe the communication strategy employed in this video. The benefits of this research are both theoretical and practical. Theoretically, it aims to enhance the understanding of directive speech act analysis within the political context, thereby contributing to the broader field of political communication. Practically, the study seeks to provide valuable insights into the communication strategies utilized in political campaigns, particularly in video socialization. This knowledge can assist the General Elections Commission in developing more effective and engaging videos, ultimately improving their outreach and impact on voters, especially first-time voters from the younger generation.

METHOD

This research employed a descriptive qualitative approach to analyze illocutionary speech acts. The qualitative approach allowed an in-depth exploration of how and why different types of speech acts were used in various communicative contexts.

Data were collected from election socialization videos on the General Elections Commission RI YouTube channel (@KPURepublikIndonesia) and analyzed to identify patterns of illocutionary acts, such as statements, commands, and requests. The analysis considered the social, cultural, and situational contexts in which the speech acts occurred.

This approach was chosen because it captured the complex nuances and meanings in language use and explored the implications of illocutionary acts and communication strategies in social interactions.

RESULT AND DISCUSSION

Type of Directive Illocutionary Acts in Indonesian General Election Socialization by General Elections Commission Republic Indonesia Youtube Channel

The illocutionary act is a term derived from speech act theory, which refers to a speaker's function when making an utterance. In the context of the Indonesian General Election socialization by General Elections Commission Republic Indonesia on their YouTube channel, these acts play a crucial role in shaping public understanding and engagement. Directive illocutionary acts aim to get the listener to do something, such as commands, requests, prohibitions, suggestions, and Invitations.

In this research, the researcher only found 15 data including directive speech in video of the Indonesian General Election socialization by general elections commission Republic Indonesia, as described in the table below :

Table 1. Frequency of Directive Speech Acts by Type

No	Types of Directive	Quantity
1	Request	-
2	Commands	2
3	Prohibitions	2
4	Suggestions	2
5	Invitations	9

From the table above, it can be seen that the types of directive speech that found are commands, prohibitions, suggestions, and invitations. Request is not found in the data. The dominant found is invitations.

Commands

According to MENDELEY CITATION PLACEHOLDER 8, directives are acts where the speaker tries to get the hearer to do something, and requirements specifically involve an expectation of compliance without the option to refuse. Requirements are characterized by the speaker's authority or position of power over the listener, compelling them to act as directed.

Data 1: *(A teenager hurriedly approached the neighborhood chief (Pak RT) who was watering the plants). Cek dulu di cekdptonline.kpuri.go.id, cara nya, masukkan NIK kamu, kalau belum terdaftar datang ke panitia penyelenggara pemilu baik di tingkat kelurahan (PPS), Kecamatan (PPK), maupun kabupaten atau kota, bawa KTP dan KK, buat WNI yang diluar negeri yang datanya belum terdaftar lapor ke panitia pemilihan luar negeri (PPLN) setempat.*

Check first at checkdptonline.kpuri.go.id, the way to do it, enter your NIK, if you have not been registered with the election organizing committee either at the village (PPS), sub-district (PPK), or district or city level, bring your ID card and KK, for Indonesian citizens abroad whose data has not been registered to report to the local foreign election committee (PPLN).

The sentence provides practical guidance for the public, particularly prospective voters, to ensure they are registered in the voter list. The locutionary aspect specifically details the

technical steps, such as checking their status using a national ID number (NIK) on the official website, and offers solutions if their data is not recorded, which includes visiting local election committees or, for those abroad, reporting to the local foreign election committee (PPLN) with their ID card and family card. The illocutionary aspect serves as an encouragement or prompt to take action, reminding the audience of the importance of securing their voting rights in the election and avoiding the risk of missing the opportunity to participate. This message also underscores the importance of active involvement in the democratic process through voter registration.

Data 2: (*A couple is educating others about voting on the upcoming February 14th*)
Jangan lupa ya tanggal 14 Februari 2024 datang ke TPS!
Gunakan Hak Pilih Kamu. Don't forget to come to the polling station on February 14, 2024! Use Your Voting Rights

The sentence directs listeners to the polling station on February 14, 2024 and exercise their right to vote. Although there is a word *jangan lupa*, which can be interpreted as a prohibition not to forget something, but the main context of the sentence is to give instructions to listeners to come to the Polling Station (TPS) on February 14, 2024 and exercise their right to vote. So, the essence is an order or directive to act according to the instructions given.

Prohibitions

According to MENDELEY CITATION PLACEHOLDER 9, directives are speech acts that aim to get the hearer to do or not to do something. Prohibitions specifically direct the hearer to refrain from performing an action. Searle emphasizes that prohibitives, like other directives, express the speaker's intention and attempt to influence the hearer's behavior through language.

Data 1: (*A banana seller gives directions*)
Jangan golput!
Don't golput!

The sentence explicitly issues an order to the listener not to commit golput. This sentence prohibits listeners from doing something, namely *golput* (not voting in elections). Use of the word *jangan* marking a ban. The speaker intends to give the listener a prohibition or order not to commit golput, with the implication that using the right to vote is an expected or desired action.

Data 2: (*A group of housewives urges people not to abstain from voting*)
Jangan Golput ya
Don't Golput

The sentence explicitly issues an order to the listener not to commit golput. This sentence directly prohibits listeners from doing something, namely *golput* (not voting in elections). Use of the word *Jangan* marking a ban. The speaker intends to give the listener a prohibition or order not to commit golput, with the implication that using the right to vote is an expected or desired action.

Suggestions

According to MENDELEY CITATION PLACEHOLDER 10 in his speech act theory, suggestion is a type of directive used by the speaker to influence the listener to do something in a gentle and non-coercive manner. Suggestions give the listener the freedom to choose whether to follow the recommendation or not, without any element of compulsion. The intention is usually positive, aimed at helping or benefiting the listener, and often based on the speaker's experience or knowledge of a particular situation. Thus, a suggestion is a polite way to convey a recommendation while still respecting the listener's autonomy.

Data 1: (*A man advises a woman who is considering abstaining from voting in the election*)
ingat ya jangan malu-maluin Gen Z-lah, apalagi pemilu 2024 nanti kita bakal nyoblos untuk pertama kalinya, ingat tuh.

remember, don't be shy about Gen Z, especially since the 2024 election will be held for the first time, remember

The data is considered a directive speech act of suggestion because it provides a recommendation or advice to the listener. The speaker uses this statement to influence the listener's behavior or actions in a gentle and non-coercive manner, reminding the listener to uphold the good name of their generation and prepare for the election. This message is positive and aims to help or benefit the listener, thus aligning with the characteristics of a suggestion in John Searle's directive speech act theory.

Data 2: *(A woman advises another woman who is still unsure about choosing a presidential candidate).*

pemilih pemula kaya kita ini banyak berpengaruh loh, nah makannya kamu jangan golput, setidaknya kita ikut berpartisipasi dalam pemilu 2024 nanti, apalagi pilihan kita ini menentukan masa depan bangsa loh.

Our rich novice voters have a lot of influence, so don't go hungry, at least we will participate in the 2024 election, especially since our choice determines the future of the nation

The sentence is considered a directive speech act of suggestion because it provides a recommendation or advice to the listener. The speaker uses this statement to influence the listener's behavior or actions in a gentle and non-coercive manner, encouraging the listener not to abstain from voting and to participate in the election. This message is positive and aims to help or benefit the listener, while also emphasizing the importance of participation in determining the nation's future.

Invitations

In John Searle's theory of illocutionary speech acts, invitations are included in the category of directive speech acts. A directive is a speech act that aims to make the listener take an action. An invitation is a form of directive in which the speaker tries to influence the listener to carry out an action in a more subtle and persuasive way than a direct command.

Data 1: *(A group of Gen Z individuals is giving a public notice)*
anak muda membangun bangsa, Gak milih, Gak Keren
young people build the nation, don't vote, not cool

This speech literally states that young people have an important role in building the nation. Encourage young people to actively participate in the election process by casting their votes. Thus, this speech uses social motivation and pressure (in this case, *Gak milih, Gak keren*) To influence the behavior of young people so that they do not go out of their way and actively use their voting rights in building the future of the nation.

Data 2: *(A couple is encouraging everyone to go to the polling station on February 14)*

Ayo datang ke TPS 14 Februari 2024

Let's come to the polling station on February 14, 2024

These remarks literally invite listeners to come to the polling place (TPS) on February 14 2024. The purpose of these remarks is to move or encourage listeners to take concrete action, namely coming to the polling station on the date mentioned to exercise their right to vote in election. Thus, in the context of a speech act, this utterance has the aim of influencing the listener's behavior to do something, in accordance with the characteristics of directive speech acts of invitation in the pragmatic theory of language.

Data 3: *(A teenager and the neighborhood head (Pak RT) are giving directions)*

Gunakan hak pilihmu

Use your right to vote

This greeting literally expresses an invitation to the listener to exercise their right to vote. The purpose of this speech is to encourage or invite listeners to exercise their right to vote by voting at the polling station. The goal is to mobilize listeners not only to have the right to vote, but also to actively use those rights in the election process. Thus, in the context of speech acts, this speech has the purpose of influencing the behavior of listeners to take concrete actions that they want, namely using their voting rights.

Data 4: *(A man is explaining to his partner that they should both remember the date of February 14th)*

Bukan gitu sayangku, jadi gini, tanggal 14 Februari 2024 itu adalah hari yang sangat spesial sayang buat kita semua nih masyarakat indonesia, hari itu adalah hari pemilihan umum sayang, yang dimana warga negara yang genap berusia 17 tahun sudah atau pernah menikah tidak sedang menjadi anggota TNI atau POLRI dan juga tidak terganggu jiwanya, itu harus sayang memberikan suara untuk pemilu nanti, kaya gitu sayang.

That's not my dear, so here, February 14, 2024 is a very special day for all of us, the people of Indonesia, that day is the day of the general election, dear, where citizens who are even 17 years old or have been married are not members of the TNI or POLRI and are also not disturbed in their souls, it must be a pity to vote for the election later, It's like that, dear.

This greeting literally informs listeners about the importance of February 14, 2024 as the day of the general election in Indonesia. The intent of this greeting is to convince listeners that the date is an important and special day because it is an opportunity for eligible citizens to vote in elections. The speaker invited the audience to actively participate in the democratic process by casting their votes. Using a relaxed and persuasive language style, the speakers tried to motivate the listeners to take advantage of their right to vote by celebrating the importance of this moment in the lives of the Indonesian people.

Data 5: *(A person with a disability emphasizes that everyone must participate in the upcoming election)*

Ingat Gunakan Hak pilihmu dalam pemilu 14 Februari 2024.

Remember to Use Your Voting Rights in the February 14, 2024 Election

This speech literally invites listeners to remember and exercise their right to vote in the election that will take place on February 14, 2024. The purpose of this speech is to move or encourage the listener to act in accordance with the invitation, namely to actively participate in the democratic process by casting their votes on the election day. Thus, in the context of speech acts, this speech has the purpose of influencing the behavior of listeners so that they not only remember, but also exercise their right to vote in the upcoming elections.

Data 6: *(Election Commission member Mr. August Mellaz encourages all Indonesian citizens to vote in the upcoming election)*

Mari Kita sukseskan pemilu 2024 dengan datang ke tps pada tanggal 14 Februari 2024, suara kita menentukan masa depan bangsa

Let's make the 2024 election a success by coming to the polling station on February 14, 2024, our vote determines the future of the nation

This greeting literally invites listeners to act by coming to the Polling Station (TPS) on February 14, 2024. The purpose of this speech is to encourage or invite listeners to actively

participate in the 2024 election by casting their votes. In addition, this speech also contains motivation to make the election a success by ensuring that every vote has a significant influence on the future of the nation. In the context of the act of speech, this speech contains a strong invitation to act according to the invitation, namely by participating in the democratic process and using their right to vote to determine the future direction of the country.

Data 7: *(A middle-aged vendor shares his opinion on the importance of voting)*

Karena sudah di daftar ya nyoblos lah.

Because it's already on the list, you can vote.

This speech literally invites registered listeners to exercise their right to vote by means of nyoblos (voting). The purpose of this speech is to encourage or invite listeners who have been registered on the voter list to actively participate in the election by casting their votes. Phrase "nyoblos lah" emphasizing the importance of carrying out concrete actions to exercise their right to vote. Thus, this greeting has the purpose of influencing the behavior of registered listeners so that they not only have the right to vote, but also exercise that right by voting on voting day.

Data 8: *(A group of mothers and fathers remind and encourage everyone to vote in the upcoming election)*

Gunakan hak pilih kamu, jangan golput ya

Use your voting rights, don't golput

This speech literally invites listeners to exercise their right to vote in elections. The purpose of this speech is to encourage or invite listeners not to vote, that is, to actively participate in the election process by casting their votes. Phrase "jangan golput ya" emphasizing the importance of contributing to the democratic process by taking concrete actions, namely using the right to vote. In the context of speech acts, this speech has the purpose of influencing the behavior of listeners so that they do not miss the opportunity to influence the election results through active participation in the election process.

Data 9: *(Sura and Sulu (2024 Election Animation))*

Jangan golput, gunakan hak pilih anda

Don't golput, use your right to vote

This speech literally invites listeners not to golput and to exercise their right to vote. The purpose of this speech is to encourage or invite listeners to actively participate in the election process by casting their votes. Phrase "jangan golput" emphasizing the importance of not being absent or not neglecting the opportunity to contribute to the election, while "gunakan hak pilih Anda" emphasizing the importance of exercising these rights as a democratic citizen. Using a strong but respectful invitation to individual freedom, this speech aims to influence the behavior of listeners to participate in the democratic process by exercising their right to vote.

The Communication Strategy of Using Direct Speech Acts by General Elections Commission Republic Indonesia on YouTube for the Indonesian General Election

The communication strategy carried out by the General Elections Commission Republic Indonesia I in the 2024 election uses a lot of Directive Speech Act in the context of direct speech. Based on the data that has been explained earlier, the communication in the socialization video on YouTube uses directive speech acts. This speech act involves delivering a message through direct speech language or what is called a direct speech act.

In its implementation, the General Elections Commission Republic Indonesia uses direct speech acts to convey important messages related to elections, such as voting procedures, the importance of voter participation, and information about the candidates to be elected. By using live speech, these messages can be conveyed clearly and unequivocally, so that the audience can receive information better.

This strategy has several advantages. First, direct speech allows the General Elections Commission Republic Indonesia to establish a closer relationship with its audience. The audience feels as if they are being talked to directly by the General Elections Commission, which can increase trust and engagement. Second, the use of direct speech acts ensures that important messages are not misinterpreted or ignored, as they are conveyed in a direct and easy-to-understand manner.

In addition, the use of direct speech acts also allows the General Elections Commission Republic Indonesia to respond to public questions or concerns more effectively. In the context of YouTube videos, the General Elections Commission Republic Indonesia can deliver answers or clarifications directly, making the communication process more dynamic and interactive. Thus, this strategy not only strengthens the delivery of information, but also strengthens the relationship between the General Elections Commission Republic Indonesia and the public, which is ultimately expected to increase voter participation in the 2024 elections.

CONCLUSION

This study analyzed five socialization videos from the General Elections Commission Republic Indonesia YouTube channel, identifying 14 instances of directive speech acts categorized into four types: commands, prohibitions, suggestions, and invitations. All instances were classified as direct speech acts, where the forms directly matched their intended functions, promoting clear, explicit, and straightforward communication to enhance audience understanding and engagement in public information campaigns. For future research, scholars could expand the analysis to indirect speech acts across a larger sample of videos or compare strategies across different demographic-targeted content on the channel to uncover variations in persuasive effectiveness.

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