

Understanding the Poster Texts of the Student's Demonstration Activities: Perspective of Language Impoliteness

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Abstract: This article investigated the lingual unit on the posters carried by students during the demonstration at the House of Representatives (DPR) Building last September 2019. These posters became viral on social media because it contained allusions that were packaged in various forms. Some were packaged in the form of humor, vulgarity, and sarcasm. By using qualitative research methods, data sourced from social media were limited to the poster texts containing the word DPR. The analysis showed that the posters used negative connotation dictions respectively marked by using a negative analogy, degrading a dignity, scaring, mocking, and violating privacy space.

1 INTRODUCTION

Not only in Indonesia, students in various parts of the world, had held demonstrations as a form of protest against state policy. Reported from the Liputan6.com (2019), countries that had experienced students' demonstrations were Hong Kong, New York, Vietnam, South Africa, and China. European countries do not escape students' demonstrations. Generally, demonstrations occur as a result of policies that are seen as unfair. In the world of democracy, demonstrations are used as a way to convey aspirations.

In the Indonesian context, democracy is a system of government originating from the people, by the people, and for the people. The purpose of democracy is to run the government in accordance with the wishes of the people through representative institutions, namely the DPR. In accordance with the mandate of the Pancasila and the Law (UU), the main task of the DPR as the people's representative is to accommodate and convey the aspirations of the people to the executive government.

On September 23-24, 2019 there were demonstrations by thousands of students from various campuses in front of the Parliament Building, Central Jakarta. Yasmin in Newsdetik.com (2019) stated that the students demanded 7 things. The seven demands were 1) urging the

postponement and re-discussion of problematic articles in the RKUHP; 2) urging the government and the House of Representatives to revise the recently passed KPK Law and rejecting any weakening of corruption eradication efforts in Indonesia; 3) demanding the state to investigate and try the elites responsible for environmental damage in Indonesia; 4) rejecting problematic articles in the Labor Bill that did not favor workers; 5) rejecting the problematic articles in the Land Bill which was a form of betrayal of the spirit of agrarian reform; 6) urging the ratification of the Bill on the Elimination of Sexual Violence (PKS); 7) encouraging the process of democratization in Indonesia and stopping the arrest of activists in various sectors.

What was interesting about the demonstration was the sentences listed on the poster they were carrying. Some of the posters contained funny and tickling sentences, such as "Don't forget to use skin care". "Don't turn off justice, just turn off my ex." "The state does not facilitate longing but interferes in matters when it wants to meet". "Enough of my love that foundered, KPK please don't!!!". "Our hair is quite a mess. Country do not be". "Broken heart still exists". "Everyone who lives will feel broken heart and cheated by politicians".

The students expressed their aspirations with a humorous style, the style of millennial youth. This is greatly influenced by the massive growth of social media and information technology. Even though it

looked "eccentric", the words in the poster were also sarcastic. Some expressed criticism directly by calling the State Institution, but there were others who conveyed it indirectly. This paper emphasizes the study on posters containing the word DPR. The sentences containing the DPR in these posters are interesting to study. Besides being the most widely found, containing the actual issues, the meaning of those sentences can also contribute to the development of the demonstration poster text genre in Indonesia.

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2 METHODS

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3 RESULTS

The concept of language impoliteness is a concept that is the opposite of the politeness concept of language. If the politeness of language is related to the use of language, choice of words, and variety of languages in accordance with norms and ethics, then impoliteness of language relates to the use of

language, choice of words, and variations of language that are not in accordance with the norms and ethics prevailing in society.

Language impoliteness in the posters is shown by the use of negative connotation diction. Under the pretext of wanting to attract the attention of the DPR and the attention of the public, this poster uses quite vulgar and sarcastic languages. From the data search results, it was found that the diction had negative connotations: 1) using a negative analogy, 2) demeaning, 3) mocking, 4) frightening, and 5) violating privacy space. The following is the exposure of negative connotation posters.

1. Use of Negative Analogy

The use of a negative analogy means: 1) comparing / equating a speech partner with something negative, and 2) using a greeting that has a negative meaning to the speech partner. Some data refer to the use of negative analogies as follows.

- 1) DPR Dewan *Perampok* Rakyat - DPR, People's Robber Council

Supposedly, the stand for DPR is the House of Representatives. However, in this poster, students change the word representative to the word robber. This has an effect on the negative connotation presented by the poster. In the Big Indonesian Dictionary (KBBI), robbers are people who rob. To rob means to steal by force, to seize by force, to steal large amounts of goods / money. This indicates that the DPR has forcibly seized people's rights. DPR is the same as robbers.

- 2) Entah apa yang merasukimu DPR? - We don't know what got into you, DPR?

The poster above contains a lyrics to the song "I wonder what possessed you" from the ILIR7 band. The lyrics of this song tell about someone who was broken heart because of being betrayed by his lover. Meanwhile, in KBBI, possession means entering a human body (about evil spirits or the like). The word possessed has a negative connotation because it is associated with evil spirits. If someone has been possessed by an evil spirit, then his attitude will become evil.

In this context, the DPR has just made a controversial RUU KUHP and is considered not in favor of the Indonesian people. In fact, the DPR is a people's representative who must always prioritize the interests and aspirations of the people. So, students assess the attitude of the DPR as well as the meaning of the song, which has betrayed the people of Indonesia.

- 3) *Setan* apa yang merasukimu DPR? - What demon possesses you, DPR?

In KBBI, Satan is interpreted as an evil spirit that always tempts humans to act evil. Because it has a very negative connotation, the word devil is often used to curse someone who is very bad temperament (likes to pit sheep). In the poster, students assume that the DPR is under negative influence when drafting and formulating laws. There is a very bad power that penetrates the body of the DPR. Therefore, for students, the draft law must be rejected.

- 4) Telah *meninggal akal sehat* para wakil rakyat - Decease of common sense of the people's representatives

Diction for *Decease* attributed to the DPR's common sense that shows the DPR's inability to think logically, well, and normally. In KBBI, common sense is interpreted as good and normal thoughts. The DPR is no longer able to decide nationality matters on the basis of kindness. Therefore, according to students, the RUU must be rejected because it was not formulated by good and normal reason.

An interesting thing to observe, students use the word *decease* and not the word *death*. Though what is commonly used to mark the absence of reason is death, not decease. Decease is only used for humans as a body and soul entity. The use of the word *decease* on this poster shows that not only is the common sense of the DPR gone, but the human spirit is gone.

- 5) *Itu DPR apa tahu Afgan? Kok "SADIS"* - Does the DPR know Afgan? Why "sadistic"

"Sadistic" is the title of a popular song by Afgan, one of the Indonesian artists. This song is very popular among the people of Indonesia. This song depicts the grief of someone betrayed by his lover. In this context, students use the word *sadistic* to show their disappointment with the DPR's performance.

For students, the DPR is the foundation of people's hearts, people's representatives who are supposed to fight for the people's fate, sake and for the people. However, in reality, the DPR has betrayed the people the same as betraying a person to his lover. In KBBI, *sadistic* means not knowing mercy, cruelty, savage, and rude. For students, what has been done by the DPR is a cruel act that has no compassion for the people of Indonesia.

- 6) *Mantan dan DPR. Sama-sama tukang bohong* - The Ex and DPR. You're all a liar

The word *Ex* is presented several times in the posters. It is understandable because the word *ex* is

very closely related to the daily lives of students. For students, said the *Ex* connotes negative because it usually refers to people who have hurt him. This word is also commonly used to bully or tease between them. In this poster, the word *Ex* is used as a form of metaphor for the DPR. For students, the DPR is like an *Ex* in terms of similarity in character, that is, both are liars. In KBBI, *lying* means it is not according to the real thing or situation.

2. Degrading dignity

Degrading dignity means lowering one's self-esteem. Some data on the poster that refer to the degrading of dignity explained below.

- 1) *Terima Jasa Santet RUU. Hub DPR - Receiving a RUU witchcraft Services. Contact the Parliamentary*

This poster contains negative connotation diction, namely *witchcraft*. In KBBI, *witchcraft* means the same as magic. Susantio (2017) explains that *witchcraft* is negative and harms others. In daily life, *witchcraft* is often perverted to commit crime. That said, *witchcraft* is done by inserting objects or things into other people's bodies with the aim of hurting. It was sent unseen by an expert on someone's orders.

The use of *witchcraft* diction which is attributed to the DPR shows that the DPR's function as a legislative body is not independent. There are other power interventions that hide behind the draft and formulation of the Act. Therefore, students reject several articles in the Act because it is assumed that the Act does not represent the aspirations of the people, but represents other powers hiding behind the DPR. Like *witchcraft*, the RUU has the potential to harm the Indonesian people.

- 2) *Hatiku Kosong kayak Otak DPR # mosi tidak percaya - My heart is empty like the DPR Brain # vote no confidence*

The poster compares the empty heart of the writer with the DPR brain. The word "empty" means it does not contain anything. In this context, students consider that the DPR brain is the same as their heart, which is equally empty, no contain. Meanwhile, according to KBBI, the brain is the mind or a tool for thinking. Therefore, an empty brain means that the mind is not containing anything, does not have smart ideas. This sentence builds the assumption that students think the DPR cannot make smart policies, instead they make controversial policies. Therefore, this sentence shows that students no longer believe in the performance and policies made by the DPR.

- 3) *Asline Mager Pol. Tapi piye maneh? DPR e Pekok* - We are actually lazy to move. But what else should we do? The DPR is stupid



Figure 1: Demonstration poster

This poster contains a sentence in Javanese “*Asline Mager Pol. Tapi piye maneh? DPR e Pekok*” means “We are actually lazy to move. But what else should we do? The DPR is stupid”. In addition, there is also the word “mager” which is an acronym for “*malas gerak* means lazy motion”. Lazy motion or also called mager is a lazy state to do any activity. The sentence “*Asline Mager Pol. Tapi piye maneh?*” means an activity that is carried out by force but for some reason, it is finally done too. In this context, the activity in question is taking part in a demonstration.

One of the reasons that made students do demonstrations even though they were actually lazy was found in the phrase “DPR e pekok”. This phrase implies that students no longer trust the DPR because the DPR is considered *pekok*. In Javanese, *pekok* is the same as stupid. *Pekok* means that they know what they have decided is something that is against their conscience. In the context of this sentence, students consider that actually DPR members know that what the DPR decides is something that has the potential to harm the nation and state. Therefore, students use *pekok* or stupid ideas to describe the performance of the DPR. The performance of the DPR which is considered *pekok* is able to move students to demonstrate.

3. Scaring

Scaring means making someone feel worried, making someone afraid, and making someone feel threatened. Some of the data on posters those are scaring as follows.

- 1) “*Azab Ilahi*” DPR tidak amanah, kubur dipenuhi aspirasi - “Divine Penalty” DPR is not trustful, the grave is filled with aspirations

In KBBI, *Azab* means torture of God that is rewarded to humans for leaving orders and violating religious restrictions. In this sentence, God gave a penalty to DPR members because they were not mandated to carry out their functions and duties as people's representatives.

In addition, the clause “grave filled with aspirations” indicates that the aspirations of the people have never been responded to and only stored beautifully in an underground pit. That aspiration is dead and no longer exists. The DPR must account for all the people's aspirations before God. That aspiration is not only limited to the world, but continues to the grave to be held accountable before God.

- 2) *DPR ingat Dosa, Neraka menunggumu* - DPR remember Sin, Hell is waiting for you

The word *Dosa* (sin) in this sentence shows that the DPR has committed acts that violate God's law or religion. Not only that, the DPR has also made a big mistake against the homeland and the nation. Therefore, the right place for them is hell.

- 3) *Besok saya yang jadi DPR biar yang korupsi dihukum mati* - I will be the DPR tomorrow so that those who are corrupt will be put to death

This poster shows the distrust of students towards the DPR in solving corruption cases. Instead of solving corruption, the KPK Law is considered by students to have weakened the KPK's function. The rich use of “I” in the poster shows students' vote of no confidence in the DPR's efforts to eradicate corruption.

4. Mocking

Mocking means to use negative words to bring down someone's mentality or making fun of humiliating speech partners or playing with speech partners. Some of the data on the poster that refers to mocking as follows.

- 1) *DPR jangan minta dicubit!* - DPR do not ask to be pinched!

The word pinched is a physical response to something. Usually, this physical response is given to a child when he makes a mistake. In KBBI, pinching means to pin with the tips of fingers and index fingers. According to Aragon (2015), a researcher from Yale University, one of the reasons someone pinches is because he sees something that makes him angry. Meanwhile, in KBBI,

exasperation has the meaning of being very annoyed (angry) in the heart.

The sentence "don't ask to be pinched" builds the assumption that students remind the DPR not to make policies that have the potential to irritate the Indonesian people. The word "pinched" also has another meaning as an action or response that students will take if the government makes a policy that does not come from the people's aspirations. In this case, the word pinch has the potential to be interpreted that students place members of the DPR like young children.

- 2) *DPR medot janji. Sumpahmu palsu kaya mantanku* - DPR broke promises. Your oath is fake like my Ex



Figure 2: Demonstration poster

This poster contains clauses in Javanese "DPR medot janji" means "DPR broke promises". Students choose diction "medot janji" because this diction is one of the song titles popularized by Javaness and dangdut singer. Choosing song diction as a form of protest is a reliable strategy to attract people's attention.

In the context of the DPR, before serving as a member, every DPR legislative candidate will carry out a campaign by giving promises to the public if later elected to the DPR. However, in the next sentence, the student compares the DPR's oath to the Ex girl friend. According to the KBBI, perjury means a promise that is not true, not kept. This means that the character of the DPR is not much different from the Ex girl friend. In a love affair, a lover often makes sweet promises, but when he is an Ex status that promises also leads to a lie. By students, this is associated with the attitude of the DPR which always promises when campaigning, but reneges when elected. Students assume that the attitude of the DPR which resembles the former DPR has the potential to hurt the hearts of the Indonesian people.

5. Violating the Privacy Space

Violating privacy space means violating other people's personal rights. Some data on posters that are in violation of privacy space as follows.

- 1) *Istri Simpanan DPR menolak KUHP* - DPR mistress rejects the Criminal Code (KUHP)

In KBBI, a mistress is also referred to as a flase wife, which means another woman; domestic woman (not married). The phrase "DPR mistress" means a woman who is not legally married. In the RUU KUHP drafted by the Parliament, there are articles that regulate mistress, namely Articles 417 and 419 about Adultery and Cohabitation (living together as husband and wife outside of marriage).

Meanwhile, the poster contained the word rejecting. In KBBI, rejecting means not justifying or not accepting. In this context, students insulted the DPR that the RUU KUHP does not only burden the community but also the DPR's mistresses. Therefore, students build the sentence "DPR mistress rejects the Criminal Code" to give a negative impression to members of the DPR.

- 2) *Kalo perempuan dilarang keluar jam 10, terus yang karaokean sama bapak-bapak DPR siapa?* - If women are forbidden to leave at 10 pm, then who will sing Karaoke with you the gentlemen of DPR?

The poster contains the word karaokean. Singing Karaoke means a form of singing entertainment accompanied by music and lyric texts. Karaoke activities are usually guided by a woman. Karaoke assigned in charge of guiding and accompanying guests in singing. This form of entertainment usually operates until midnight, more than 10 pm. Therefore, the karaoke guide woman must accompany the guests until the karaoke entertainment operating hours are closed.

This poster is one form of student protest against the RUU KUHP which is considered controversial, namely Article 324 on the Homeless which also regulates women's curfew hours. By students, the article is considered to limit the working hours of women who are active in any sector. As a form of protest against the limitation of operating hours, students use the sentence "If women are prohibited from leaving at 10 pm, then who will sing karaoke with you the gentlemen of the DPR?" For the majority of Indonesian people, this sentence has a negative connotation, especially if karaoke is carried out by the DPR officials.

4 DISCUSSION

The use of impolite words in this poster is motivated by the form of student criticism of the DPR because it has been considered to harm democracy by not considering the aspirations of the people in drafting and discussing laws. According to Sapto (2016), criticism is an expression of dissatisfaction with something. Dissatisfaction manifests itself in an attitude that is not easy to believe, is careful of irregularities or mistakes, and is accompanied by sharp analysis. This is in accordance with the nature of criticism, namely critical.

In a variety of languages, criticism can be interpreted as a response or criticism of the work, thoughts, etc., which is sometimes accompanied by good and bad considerations. Criticism can briefly be interpreted as a comparison or criticism. This is in accordance with the origin of the word criticism which is *krinein* (Greek) which means to observe, compare and consider something. Research conducted by Sapto (2016) showed that the various language criticisms that arise due to the dissatisfaction of superiors to subordinates can be broadly divided into 3 categories, namely (a) demeaning or painful sentences, (b) subtle sentences suggesting, and (c) straightforward or to the point sentences.

Criticism is often associated with impoliteness of language because sometimes criticism uses words that have negative connotations. According to Pranowo (2012), markers for the use of impolite language can be identified as follows: (1) speakers express criticism directly or (strike a speech partner) with harsh words, (2) speakers are encouraged by their emotions when speaking, (3) the speaker is protective of his opinion, (4) the speaker intentionally wants to discourage the speech partner in speaking, (5) the speaker submits accusations on the basis of suspicion of the speech partner. As for Culpaper (1996), negative impoliteness output strategies are classified as the following: (1) Frighten, (2) Condescend, scorn or ridicule, (3) emphasize your relative power, (4) Invade the others space-literally or metaphorically, (5) Explicitly associate the other with a negative aspect, (6) Put the other's indebtedness on record. This is in line with what has been stated by Culpeper (2017); Culpeper, Haugh, and Kadar (2017); Prakash and Kumar (2017); Rasyikin (2018); Olorunleke, Obidiran, and Mustafa (2017); Anwar (2013); Anwar (2014); Anwar (2018), and Anwar (2019).

The use of diction with negative connotations with the potential to be impolite is also illustrated in

posters carried by students during demonstrations at the DPR / MPR Building. From the data search results, it was found that negative connotations were marked by the use of negative analogies, humiliation, mockery, intimidation, and violations of privacy space. According to Blitvich (2010), politeness or impoliteness is very much related to one's emotions. Anger, hurt, fear, or surprise often leads to impoliteness. Goffman (1967) in Culpaper (2011) explains the emotional consequences as follows that is if an event occurs as one might expect, someone tends to 'feel happy'; if expectations are not met, someone 'feels bad' or 'feels hurt'.

Student hurt that resulted in the appearance of impolite diction was triggered by a number of controversial articles in the RUU KUHP which were considered problematic and ignited thousands of students' demonstrations in various cities, including: 1) Article of the RUU KUHP on corruption which contains a lower sentence than the Corruption Act; 2) Article of the RUU KUHP on insulting the president and vice president threatening perpetrators with a maximum imprisonment of 3.5 years; 3) Article of the RUU KUHP on treason that carries a death penalty, life imprisonment or 20 years imprisonment; 4) Article of the RUU KUHP concerning the insult of flags; 5) Article of the RUU KUHP concerning contraception; 6) Article of the RUU KUHP concerning abortion; 7) Article of the RUU KUHP on Homelessness; 8) Article of the RUU KUHP on Adultery and Cohabitation; 9) Article of the RUU KUHP concerning obscenity; 10) Article of Poultry and Livestock Breeding; 11) Article of the RKUHP concerning Drug Crimes; 12) Article on the Contempt of Court Article in the RUU KUHP on contempt of the judiciary or contempt of court is also criticized; 13) Article of Criminal Acts against Religion; 14) Article related to gross human rights violations (articles 598-599) (Haryanto, 2019).

What is interesting to note is that the poster is largely a form of criticism of the DPR. The diction that uses the word government / president is only found in 2 pieces. It could be that this is related to the socio-political case that occurred in Indonesia. Students want to be seen as independent, not in favor of any side, both pro-government and opposition groups. The selection of the diction DPR indicates that the demonstration by students is neutral, solely aimed at rejecting the Criminal Code Bill, the new KPK Law, the Penal Penitentiary and other laws deemed by them to potentially harm the interests of the nation and state. The DPR is a legislative body whose members consist of various members of political parties who have been elected

from the election results. The term of office for each member of the DPR is five years. The term of office of the DPR member ends when the new DPR member takes an oath. Therefore, the use of the diction DPR in the students' posters are seen as representing more political groups than using the word *president*.

It is just to note, the criticism manifested in the form of a poster, should still adhere to the criteria of a good poster, as stated by Rita (2017), Aziz (2015) namely: 1) simple which means no much writing, concise, limited to the things that are important; 2) presents an idea to achieve a main goal and should not deviate from the original goal; 3) the words used must be concise, clear, and not wordy so that poster audiences quickly understand what the message conveyed from the poster means; 4) The writing is clear, easy to read, and communicative; 5) right on target.

5 CONCLUSION

This paper focuses on poster text containing the word DPR. A search of the data shows that all posters containing the word DPR spread on social media have the potential to lead to a form of language impoliteness. This is indicated by the use of diction which has a negative connotation. The poster as a media of criticism should contain as many aspirations or demands as possible, not just words with negative connotations that trigger the emergence of national dignity and anarchism..

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